...7, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmag... of Radio

Broadcast Adver...

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TECHNOLOGY DEPT:

COLORADO FARM INCOME

UP 28%

FIRST QUARTER, 1944

COLORADO farm income from marketings of crops and livestock amounted to $68,348,000 in the first three months of 1944, an increase of 28 per cent over the income for the same months of 1943, according to estimates of the U. S. Department of Agriculture. The average increase for the nation as a whole was 17 percent.

This provides the kind of information which advertisers need to determine what kind of customers Colorado farm folk are this year.

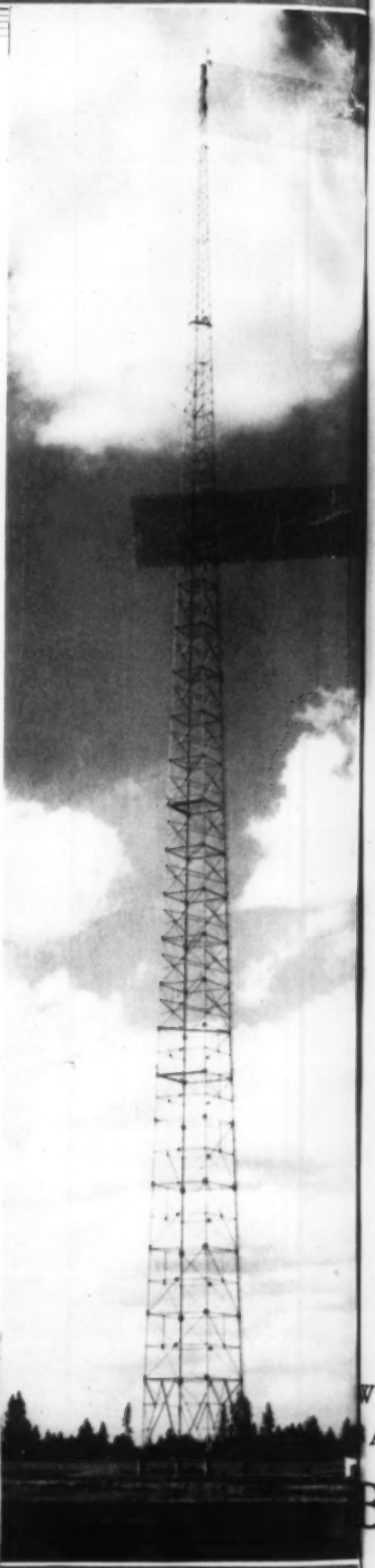
KLZ, which has always provided Colorado farmers with a wide variety of services, stands at the head of their listening list, and is the station to deliver a sales message into farm homes, and all homes, of the Denver Market.

KLZ
Delivers the
DENVER
MARKET

REPRESENTED BY
THE KATZ AGENCY

CBS — Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City — 560 Kc.

A LANDMARK
of the Inland Empire—
KHQ's 820-foot Tower.



Completely Covers the Vast Inland Empire

KHQ

- One Market
- One Medium
- One Station
- One COST!

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

The Only Single Medium *Completely* Covering the Inland Empire

WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

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WWL Advt.
Aug. 1941

Today—

When You Think of

NEW ORLEANS

... You Think of well over

1,000,000 TONS of DELTA SHIPS

MADE IN NEW ORLEANS

...AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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NAMES LIKE THESE....

Give KFOR a "big station" audience---

LADIES, BE SEATED — METROPOLITAN OPERA
WALTER WINCHELL — "TIME" VIEWS THE NEWS
FUN VALLEY — JIMMY FIDLER
AMERICA'S TOWN MEETING

Represented Nationally by
EDWARD PETRY & CO.

Blue and Mutual Networks

KFOR LINCOLN Nebraska

"Nebraska's Capital City Station"

THE WEST VIRGINIA NETWORK

Now Has Its Own

FOREIGN WAR CORRESPONDENT

IN THE EUROPEAN THEATER

Howard L. Chernoff, managing director of the West Virginia Network, is now in England. Chernoff has only one assignment as a War Correspondent. His mission is to send folks back home intimate first-hand news of West Virginia boys. He is to cover the personal stories . . . news so dear to the hearts of anxious relatives and friends.

Major war news is adequately covered on the West Virginia Network through facilities of the Associated Press, the United Press and CBS, NBC and Blue Networks. The West Virginia Network's own reporter is covering the everyday experiences of West Virginia boys on the battle front.

Listeners provided names and A.P.O. numbers so Chernoff can look up their sons and husbands and brothers and report how they look, how they feel and whether they are happy and well.

In doing this, the West Virginia Network becomes the first independent radio organization in the United States to have its own correspondent accredited to the European Theater of War.

Another first! Another public service for West Virginians!

The WEST VIRGINIA NETWORK

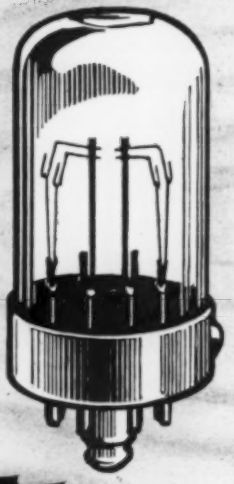
John A. Kennedy, President
(ON LEAVE U. S. NAVY)

WCHS—Charleston
WPAR—Parkersburg

THE BRANHAM CO.
National Representatives

WSAZ—Huntington
WBLK—Clarksburg

Sylvania Radio Tube "Firsts"



SYLVANIA
POWER MEASUREMENT TUBE

MEASURING RADIO FREQUENCY POWER MORE ACCURATELY

New Sylvania Power Measurement Lamps provide a simple and more accurate means of measuring radio frequency power.

At present there are six "lamps" in the Sylvania PM series. Resistances range from 40 to 310 ohms over the useful ranges of the curves.

A PM Lamp, used with a meter readily available to most radio experimenters, eliminates much of the guesswork that prevailed with old methods. Sylvania PM Lamps, which are no longer restricted to military use, should be useful to radio experimenters.

The research and development of the PM series is just another example of how Sylvania engineering succeeds in solving radio problems. Like Sylvania Radio Tubes, criterions of quality, the new Power Measurement Lamps are manufactured to one standard — the highest anywhere known.

OTHER SYLVANIA RADIO TUBE FIRSTS

Sylvania was first to introduce a line of 6.3-volt radio tubes and to propose their universal use in not only automobile but home receivers. This contribution standardized radio tube voltage, simplified service and stocking, and eliminated transformers in AC-DC sets.

Sylvania was first to introduce a line of 1.4-volt tubes, which made the portable camera-type radio possible. This radio tube halved portable radio battery weight — a boon in war and in the peace to come.

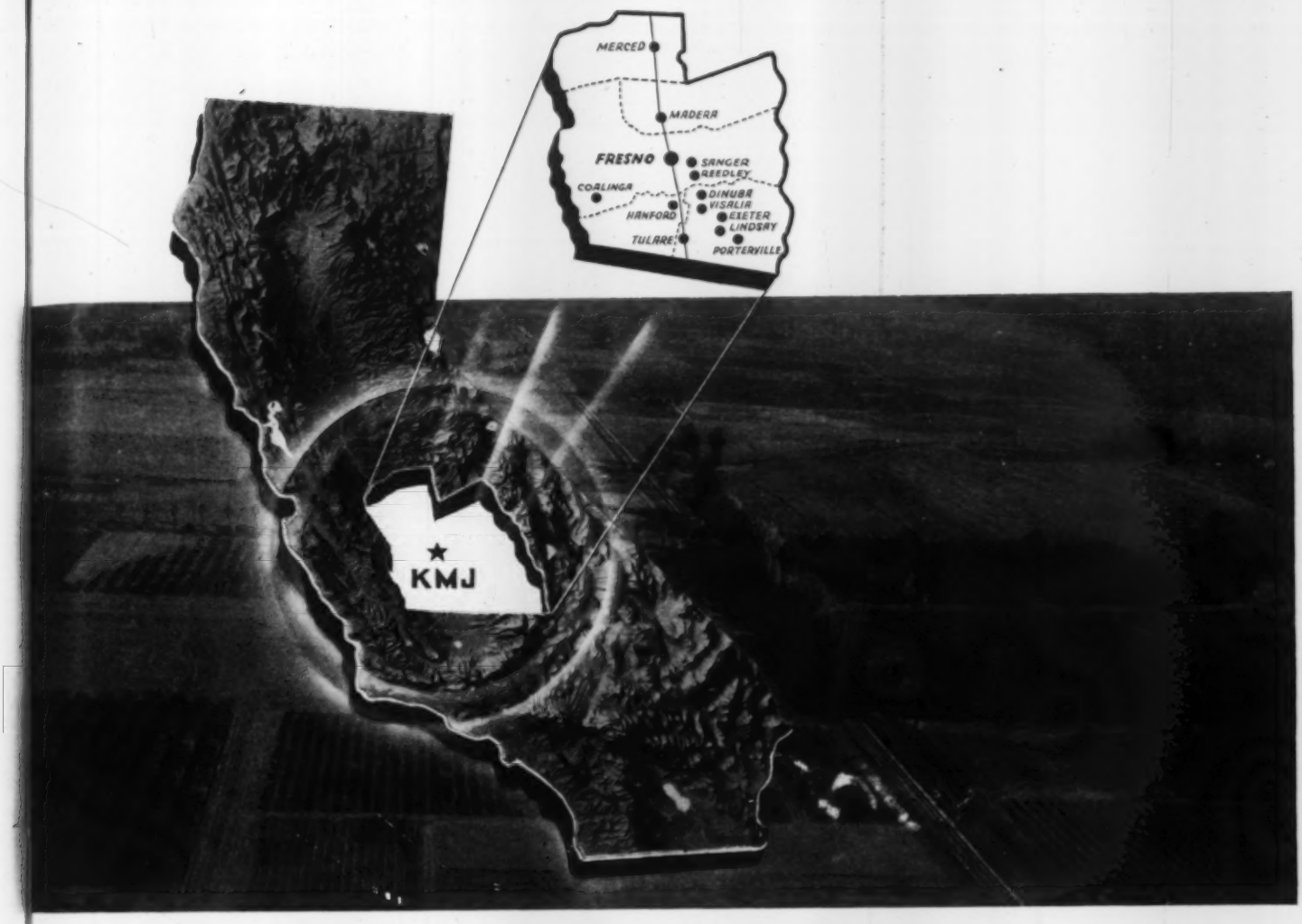
Quality that serves the war shall serve the peace

RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS



That Old Feeling

Here in Fresno we have always had the leading station. Repeated city surveys have been telling us that for years. And, with our 5,000 watts on 580, we have always *felt KMJ* was doing a good job in the Fresno Five County Trading Area . . . *felt* we were giving the farmers what they wanted.

In fact, after 22 years it just seemed second nature to us to feel "at home" with the whole San Joaquin Valley. That old feeling is still in our hearts, but now it's also on paper. The first Hooper Trading Zone Index on the Pacific Coast has just been completed for us.

☆ We learn that in 12 cities scattered over 125 miles, from Merced to Porterville . . .

KMJ HAS AT ALL TIMES 6 TO 20 TIMES THE AUDIENCE OF ITS NEAREST FRESNO COMPETITOR

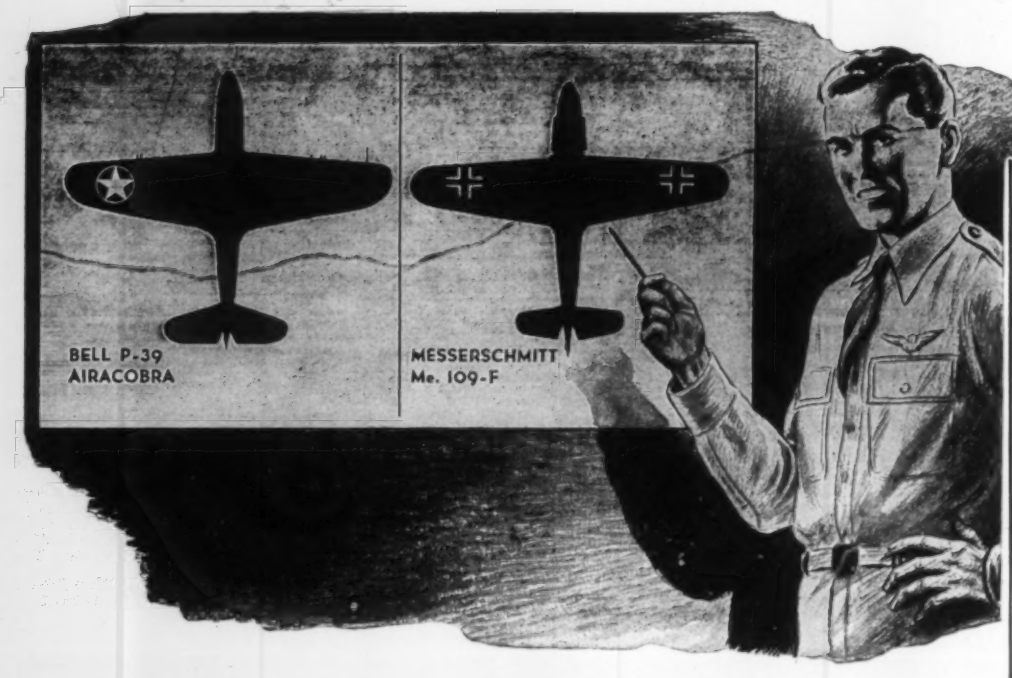
So, if you need to know more about California, if you want the *first inside story* on what stations are heard throughout Central California, send for our City Zone-Trading Zone Comparison on the *Fresno* market . . . *we have a feeling you'll use it!*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., National Representative

KMJ
FRESNO
5,000 at 580



PROPER IDENTIFICATION IS EVERYTHING!

There isn't much sense in teaching the ack-ack boys to pour steel into the sky—if they can't *identify* their own and the enemy's planes.

There isn't much sense in an advertiser's pouring music and entertainment into the ether—if the public can't *identify* the advertiser's program and product.

Sonovox is a proven means of making your commercials so different, so unusual, so interruptive that almost *everybody* recognizes them. Hooper Ratings show that *when Sonovox is used, Sponsor Identification zooms.* In one case from 54 to 66. In another, from 36 to 53. In another, from 37 to 48. In another, from 47 to 64!

Sonovox can teach your commercials to shoot! The cost is so low as to be an almost negligible percentage of your radio appropriation.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., *Exclusive National Representatives*

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and *Wm. Esty & Co., Inc.*

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 27, No. 3 WASHINGTON, D. C., JULY 17, 1944 $5.00 A YEAR—15c A COPY

Democratic Radio Plans Still Enigma

Fly May Bow Out; Craven Post To Hyde?

ALL RADIO eyes are focused on Chicago this week to see whether the Democratic National Committee will follow the lead of its Republican adversary by adopting a frank, forthright "free radio" plank and, secondarily, to appraise radio's coverage of the Convention. (Network cancellations, Page 57.)

If the Democrats carry out their plan for a "postage stamp" platform, then little is expected. There may be a sort of "reference platform" which will reaffirm the party's "four freedoms" pledge of the Atlantic charter. But broadcasters, hungry for legislation that will stem the tide toward more rigid Government control of everything they do, would find little solace in such handling. The Republican plank, on the other hand, plumping for a new radio law which will define "in clear and unmistakable language the role of the FCC", has won universal applause.

Fly May Leave FCC

Pre-Convention atmosphere was surcharged with reports of impending changes at the FCC, including revived hints of the imminent retirement of James Lawrence Fly from the chairmanship. Mr. Fly refused to discuss published reports that he would resign. His associates likewise appeared to be in the dark, though it was evident the chairman had inferred that he might soon leave to engage in private practice of law. Now a member of the bars in New York and Massachusetts, it was reliably learned that he has applied for admission to the District of Columbia bar.

Intermingled with the Fly report was the conjecture that the Democratic Convention couldn't, with impunity, ratify a plank espousing a new radio law when the FCC's leadership has opposed any change. Four years ago the Democratic Convention adopted a "free radio" plank which urged "such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States".

That followed the 1939 plea of President Roosevelt to the chairmen of Senate and House committees dealing with radio for a new radio law and reorganization of the FCC. Although bills were introduced, nothing happened.

The vacancy on the FCC created by the retirement July 1 of Comdr. T. A. M. Craven, who joined the Iowa Broadcasting Co. as vice-president, also is receiving attention. There are a half-dozen avowed candidates. Normally, it would be filled by a Democrat, but that isn't legally requisite.

Latest name mentioned is that of Rosel H. Hyde, assistant general counsel in charge of broadcast activities, who has been with the FCC and the former Radio Commision since 1928. Mr. Hyde, a Republican from Idaho, was seriously considered for the vacancy filled last January when E. K. Jett was named by President Roosevelt to succeed George H. Payne. Lt. Jett was appointed as an independent.

When the White House will be disposed to make the nomination to fill the Craven vacancy is conjectural. The Senate is in recess until next month and then it isn't known whether Congress will reconvene or simply hold three-day-a-week token sessions. If the latter occurs, the regular business would not be transacted, although executive nominations could be considered by unanimous consent.

Radio Officials In Chicago

The FCC now is made up of three Democrats: Fly, Paul A. Walker and C. J. Durr; two Republicans: Gov. Norman S. Case and Ray C. Wakefield, and one independent, Lt. Jett. Thus, a Republican could be named to the vacancy since the law specifies that there shall be not more than four members of the same political faith, of the seven on the Commission. Mr. Hyde's appointment would be on a merit basis, and would be wholeheartedly endorsed by the radio and communications entities, it is believed.

Many top-flight broadcast executives are in Chicago for the Convention, including network officials and individual station owners. It was expected that former Gov. James M. Cox of Ohio, 1920 Democratic nominee whose vice-presidential running mate was Mr. Roosevelt, will be present. Gov. Cox has charged Chairman Fly with directing a studied campaign toward Government ownership of radio [BROADCASTING, Feb. 21]. J. Leonard Reinsch, managing director of the Cox stations—WSB Atlanta, WIOD Miami and WHIO Dayton—is radio director of the Democratic Committee on leave. Publicity director of the Committee is Paul A. Porter, who before the war was CBS Washington counsel.

Another potent radio figure at the Convention will be Paul E. Fitzpatrick, newly-elected Democratic State Chairman for New York, who took over the reigns from James A. Farley last week. He is president and part-owner of WEBR Buffalo, operated in conjunction with the *Courier-Express*, New Deal newspaper. Mr. Fitzpatrick had been accredited by the Radio Correspondents' Assn. along with Cy King, general manager, as a news representative of WEBR.

While radio executives wondered what action the Democratic Convention would take to insure freedom from Government interference, news staffs of the networks and some 60 individual stations moved into Chicago last week to begin the task of covering the Convention. In charge of the radio news gallery will be D. Harold McGrath, superintendent of the Senate Radio Gallery, assisted by William Vaughan, acting superintendent of the House Radio Gallery. Both men went to Chicago last week.

In addition to two daily sessions, which will be broadcast by the combined major networks, each of the four nets plans special programs featuring interviews with delegates and Convention officials. Following

(*Continued on page 60*)

Turnbull Heads GOP Radio; Church to Share Supervision

Ford Bond Appointed; Carr May Get Regional Post; Publicity Director Still Unsettled

APPOINTMENT of Henry R. Turnbull as radio director of the Republican National Committee was announced last week by Herbert Brownell Jr., Committee chairman, who also disclosed that Wells (Ted) Church, radio director in the pre-Convention period, will share with Mr. Turnbull the task of setting up the party's national radio schedule.

Mr. Turnbull

At the same time the national chairman revealed that Ford Bond, veteran announcer and personal friend of Gov. Thomas E. Dewey, Republican nominee, will assist the radio department with spot plans and coordination work. Mr. Bond will make a series of transcriptions for use in the campaign.

Marian Martin, since 1938 women's director of the GOP National Committee, will continue in that post, assisted by Judy Weiss, who has served on Gov. Dewey's radio staff. Leland Chesley, former news editor of KWK St. Louis and veteran newspaper man, will handle a large portion of the radio speeches to be made in the campaign. Mr. Chesley was a member of the National Committee publicity staff prior to the Convention.

Appointment of a publicity director has not been announced. James P. Selvage served in that capacity in the pre-Convention era under Chairman Harrison E. Spangler. Several men have been mentioned as likely successors to Mr. Selvage, but Gov. Dewey's wishes have not been made known.

Mr. Turnbull, who directed Gov-

(*Continued on page 63*)

Mr. Church

Mr. Bond

McKesson Budget Largest in History

Heavy Share Is Slated To Go to Radio Next Year

McKESSON & ROBBINS advertising appropriation for 1945 will be the largest in the company's history, something more than $2,500,000, of which a very sizable proportion will be devoted to radio, L. M. Van Riper, vice-president in charge of advertising, said last week.

Addressing a laboratory clinic on wartime development and distribution of drug products, held Tuesday and Wednesday at the company's manufacturing laboratories in Bridgeport, Conn., for executives and merchandising representatives, Mr. Van Riper reviewed the history of McKesson & Robbins use of radio advertising, which began more than 10 years ago with an institutional program, *Musical Magazine*, broadcast Sunday evenings on CBS to help druggists promote their profession to the public.

'Amazing Success'

For several years the company used little radio, except for an occasional spot campaign, until January 1942 when it began sponsoring a noontime news program on the Yankee Network for Bexel, B-Complex vitamin product. The "amazing success" of this test campaign led to nationwide expansion, Mr. Van Riper said, adding that by mid-summer of 1943 the company had quarter-hour news programs, one-minute announcements or chain breaks on the air in almost every area in the country, advertising Calox toothpowder, Albolene cleansing cream and Yodora, as well as Bexel. In March of this year, the company reentered network radio with *Stop or Go*, starring Joe E. Brown on 166 stations of the Blue network for Bexel, Calox and Yodora.

Bax, a multiple-vitamin product, has been extensively advertised with one-minute spots, which have been placed in accordance with the product's distribution, starting last September on the Pacific Coast and moving east as Bax was introduced in each new area. By this fall distribution will be nationwide, Mr. Van Riper said, and the spot radio coverage will also be nationwide, with stations on the East Coast and in some parts of the South added to the present schedule.

Spots are also used for Soretone, he said, bringing the McKesson & Robbins station list for spot coverage to about 150. Bax is the largest user of spot advertising among the company's products, using about 100 stations. In addition transcribed announcements are furnished by the company to retail druggists for local stations, Mr. Van Riper said, which are widely used, judging from the number of requests received. Many of these discs were made by Arthur Godfrey, he added.

In addition to radio, McKesson & Robbins advertising appears in newspapers, magazines, professional publications and drug trade journals, he stated, and the company also distributes booklets to help retailers increase sales, such as "Key to Selling Success" and "Your New Job as a Drug Clerk".

J. D. Tarcher, president of J. D. Tarcher & Co., New York agency handling advertising for Bexel, Calox, Albolene, Soretone and Yodora, told the meeting that results of a questionnaire sent to the company's men indicated retail druggists predominantly favoring *Stop or Go* and that it is producing results. Ted Strong, vice-president of Ivey & Ellington, New York, in charge of Bax advertising, reported that "Back Bax Month" will be sold to retailers during August as a September promotion, with special transcribed announcements and newspaper mats supplied free to dealers for local use in addition to the company's regular public and radio advertising for this vitamin product.

Development of health uses for Amino acids in the McKesson laboratories was discussed by Dr. A. L. Omohundro, vice-president and technical director, who described them as "the basic building blocks of the body" and declared they would eventually equal or exceed vitamins in commercial importance."

Dr. Abram White, of the Yale School of Medicine, reported that recent experiments gave "clear-cut evidence that Amino acids are essential to human beings". Products based on combinations of the 23 known Amino acids are already appearing on the market, he said, stating that the chief laboratory problem is to obtain a complete mixture which can be taken orally, pleasantly and without toxic effects. The solution to the problem will probably expand the company's advertising even beyond its present total.

Ban on Middle Commercials Is Imposed by WJR Detroit

A BAN on middle commercials in sponsored news broadcasts will be invoked on WJR Detroit beginning Sept. 1, Leo J. Fitzpatrick, vice-president and general manager, announced last Thursday in the first formal action in that direction.

Mr. Fitzpatrick, operating head of the stations in the George A. Richards group (WJR, WGAR Cleveland, KMPC Los Angeles), said he believed the elimination of the middle commercial will benefit both the station and its advertisers by increasing public goodwill. He urged a nationwide drive by stations to add dignity to news broadcasts. Mr. Fitzpatrick did not state whether WGAR and KMPC would follow the WJR lead.

"The war has brought a new importance to newscasts," he said. "We must remember that practically all listeners have relatives or close friends in the armed services and that their interest in newscasts is quite personal, quite emotional and sometimes becomes terribly tragic as they hear the names and stories of loved ones in the news.

Reaction on Public

"Public today listens to radio news with reverence and solemnity. The details of individual victories may be gladdening but as a whole our newscasters tell a sad, tense story of killing, of maiming or of a world at war. The morale of the entire nation is in the balance.

"The recent reporting of news direct from the battlefronts certainly has made history and added to the prestige of radio news handling. Radio is providing service that is genuinely appreciated by listeners. We must do all we can to continue and to cement that trust by presenting all newscasts in good taste and with all the dignity we can manage. Suddenly the newscast has become one of the most important show-windows of radio. We must remember that the public judges an entire business to a large extent by what's in the show window and how it is displayed.

More Harm Than Good

"One step in the right direction is the cutting out of the middle commercials and holding to open ing and closing announcements. Too many times, newscasters have teased an anxious public by interrupting their accounts of important happenings with the reading of commercials.

"I am convinced that the time has come when the middle newscast commercial does more damage than good to advertisers. People loudly condemn some advertisers who have been indiscreet not only in timing the commercial, but in the subject matter as well. Naturally, radio stations get their share of criticism and justly so.

"A general step by the entire radio industry adding more dignity to new programs certainly would be to the advantage of all concerned."

Kapner to Manage Radio for Hearst

Maj. Stoer Continues With Group in Executive Post

REORGANIZATION of Hearst Radio Inc. management, whereby Leonard Kapner, general manager of WCAE Pittsburgh, will become general manager of the Hearst stations, was reported last week in New York. Maj. E. M. Stoer continues in an executive capacity in the Hearst Radio organization.

While no formal announcement was made, it is understood Mr.

Maj. Stoer

Mr. Kapner

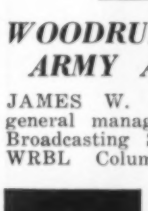
Kapner, a veteran of a dozen years in the Hearst Radio organization will take over active direction. For the present, it is understood, he will contitnue to manage WCAE, licensed to a separate corporation.

In addition to WCAE, Hearst stations are WBAL Baltimore 50,000 w NBC outlet, WISN Milwaukee, CBS outlet, and WINS New York independent. WCAE is a Mutual outlet.

Mr. Kapner, 41, joined WCAE in 1932 at the time the station was purchased by Hearst from Gimbels. Prior to that he was in an advertising capacity with local publications in Pittsburgh. Maj. Stoer is a veteran of the Hearst organization. He served in the last war in France with the British and wears the Military Cross.

WOODRUFF ENTERS ARMY AS PRIVATE

JAMES W. WOODRUFF Jr. general manager of the Georgia Broadcasting System, comprising WRBL Columbus, WATL Atlanta and WGPC Albany, last Thursday was inducted into the Army as a private. He entered Ft. McPherson Ga.



Mr. Woodruff

Widely known in broadcasting circles, Mr. Woodruff is director of the NAB and resigned that post preparatory to entering the service. The vacancy will be filled by an election by the Board of Directors at a meeting to be held during the NAB Executive War Conference in Chicago Aug. 28-31.

Executive management of the Georgia stations has been assumed by Mr. Woodruff's father, J. W. Woodruff Sr. The junior Woodruff was elected a director-at-large of the NAB in 1940 and district director in 1943.

NAB Decides on Three-Day War Session

Restriction Placed On Attendance At Chicago

AGREEMENT on a three-day executives War Conference in lieu of the regular annual convention of the NAB, to be held on Aug. 28-31 at the Palmer House in Chicago was reached in Washington last week by the sub-committee on conference agenda of the NAB Board of Directors.

It was made clear by J. Harold Ryan, NAB president, that while the war conference plans are being completed, and there is every prospect the sessions will be held as scheduled, there always exists the possibility of an eleventh-hour postponement. If travel conditions become critical, because of war movements, Mr. Ryan will exercise his plenary power to call off or postpone the conference or make arrangements for a remote controlled "closed-circuit" session.

A tentative topical agenda was formulated at sessions last Monday and Tuesday, subject to revision which may be dictated by war conditions. The sessions are being limited to personnel of NAB active and associate members and attendance is expected to be substantially below the record 1200 figure of last year.

The committee which drafted the agenda comprised Kolin Hager, WGY Schenectady, chairman, with Roy F. Thompson, WFBG Altoona, Pa. and John Fetzer, WKZO Kalamazoo, assistant director of censorship for radio. Harry Spence, KXRO, Aberdeen, Wash., and Herb Hollister, KANS Wichita, sub-committee members, were absent and Messrs. Thompson and Fetzer substituted.

Guests Restricted

The committee in general, adopted the broad recommendations of J. Harold Ryan and Secretary-Treasurer C. E. Arney Jr. The committee, speaking for the Board, expressed the hope that active and associate members will restrict attendance to one executive and those of their personnel who are members of NAB committees. A carefully selected list of guests will be invited.

The agenda stresses the importance of the conference, not on the basis of what broadcasters have done in the war effort but what responsibilities lie ahead during the war and in the post-war period. The keynote will be discussion with government officials primarily responsible for the conduct of the war, of ways and means of furthering radio participation in that effort.

Names of invited guests or speakers were not given in the topical agenda. These will be filled in as soon as arrangements are completed and acceptances are received from the key figures in the war effort.

The committee said that in formulating the war conference policy, the Board was mindful of the existing critical transportation facilities. They felt, however, that the NAB Conference will contribute measurably to the war effort and to development of plans for radio's participation during the postwar era. It was emphasized that the meeting will be strictly business with every topic on the agenda "down to brass tacks" discussion.

Registration Aug. 28

The first day—Monday, Aug. 28—will be devoted to committee and group meetings, along with registration. The formal sessions will open Tuesday and will be devoted largely to war and post war advertising and the tapping of new sources of radio revenue.

The Wednesday session will open with station coverage and audience measurement discussions. This will be followed by the regular business session and the nomination and election of the six directors at large—two each representing large, medium and small stations—as well as consideration of proposed by-laws. The afternoon session Wednesday will cover small market stations and the music copyright situation.

The opening session Thursday will cover the AFM recording situation, and limited radio material. Prior to the luncheon recess the mooted question of new radio legislation will be discussed.

The afternoon session will be devoted to the postwar future of broadcasting and a discussion of technical advancement in radio.

NAB EXECUTIVES WAR CONFERENCE

Tentative Topical Agenda

Palmer House, Chicago, Aug. 28-31
(Subject to change both as to topics and timing)

Sunday, Aug. 27

9 a.m.-5 p.m.—Pre-Convention Registration.

Monday, Aug. 28

9 a.m.-5 p.m.—Registration.
10 a.m.-12:30 p.m.—Legislative Committee
Sales Managers Committee
Accounting Committee
Public Relations Committee
Engineering Committee
11 a.m.—BMI Board of Directors
12:30-2 p.m.—Luncheon Meetings
Public Relations Executive and Code Committees
Sales Managers Executive Committee
Research Committee
2-5 p.m.—Code Committee
Labor Executive Committee
Labor Steering Committee
Music Committee
Small Market Stations Committee
7 p.m.—Dinner meeting—NAB Board of Directors
Dinner meeting—Program Managers Executive Committee
NOTE—Consistent with established policy there will be no reimbursement of the expenses of either Board of Committee members to attend Committee or Board meetings held in connection with the Annual Membership meeting.

Tuesday, Aug. 29

9:30 a.m.—General session.
Call to Order—President Harold Ryan
"Radio Broadcasting and the War Effort"—President Harold Ryan
Appointment of Conference Committees
Announcements
10 a.m.-12 noon—War and Post-War Advertising and the Retail Promotion Plan
A transcribed presentation of what the plan was designed to accomplish and what it has achieved
Revision of the activities of the Sales Managers Executive Committee since the 1943 War Conference
Developments in retail radio advertising
What the NRDGA is doing
Report of NAB participation in the Proprietary Assn. Advertising Clinic—A Transcribed Presentation
Discussion of post-war developments in the building and housing industries and how radio may help
The motion picture field
General discussion
12:15 p.m.-2 p.m.—General luncheon, speaker to be selected
2:15-5 p.m.—Public relations clinic
Radio news presentation
Listener activity

Wednesday, Aug. 30

9:30-11 a.m.—General session
Station coverage method
Report of Research Committee
Sales managers report
Advertising agency view
Advertiser view
Discussion
Bureau of Standards for Audience Measurement
Program Report
Discussion
11 a.m.-12 noon—NAB Business Session
Nomination and election of directors-at-large
Proposed by-law amendments
12:15-2 p.m.—General luncheon, speaker to be announced
2:15-3:15 p.m.—Small market station panel
What we've learned about problems and possibilities of small market stations
What about national spot business
A small market station as a training ground
The problem and responsibility of small market station managers—A Transcribed Presentation
3:15-4:30 p.m.—Music
ASCAP developments
Broadcast Music Inc.

Thursday, Aug. 31

9:30-11 a.m.—Labor matters
AFM recording band
AFM platter turners
AFRA
"Pay-Within-Pay Plan"
11-12 noon—Legislation
12:15-2 p.m.—General luncheon, speaker to be announced
2:15 p.m.—The post-war future of broadcasting
A discussion of technical advancement in radio broadcasting
Adjournment
6 p.m.—Dinner meeting, NAB Board of Directors
Consideration is being given to the possibility of some evening meetings. Announcement regarding these will be made later.

NAB Convention to Consider Proposals For Amendment of By-Laws Provisions

REVISION of by-laws of the NAB, to provide for nomination of directors-at-large by individual nominating ballot as well as from the floor, and to permit elections by mail-referendum will be proposed to the NAB Executives War Conference in Chicago Aug. 28-31. A third proposed amendment, relating to classification of dues by station income brackets, already has been sent member stations and likewise will be considered.

The NAB Board subcommittee on By-Laws Revision, at a meeting in Washington last Monday and Tuesday recommended the submission of the proposed new amendments to the membership meeting. Present were Paul W. Morency, WTIC Hartford, chairman; Frank King, WMBR Jacksonville, and Roy Thompson, WFBG Altoona, as substitute for Barney Lavin, WDAY Fargo, who was uanble to attend. Also present were NAB President J. Harold Ryan, Secretary-Treasurer C. E. Arney Jr., Kolin Hager, WGY Schenectady and John Fetzer, WKZO Kalamazoo, assistant director of censorship in charge of radio.

Proposed Changes

Following are the texts of the proposed amendments dealing with elections:

Amend Article V, Section 1-A of the By-Laws by adding thereto the following proviso:

"Provided the Board of Directors shall have power by a two-thirds vote of its members present at a duly called meeting or by a two-thirds vote by mail ballot to cancel any annual meeting if it is deemed such action is necessary or desirable in the public interest.

"In event of cancellation of the annual meeting the District Director members of the Board shall constitute a nominating committee for the purpose of nominating Directors-at-Large for the ensuing one year term, and the President shall be authorized to accept by mail in accordance with the provisions of Article VII, Section 4, nominations from the respective networks for Network Directors. Such nominations shall be presented to the membership in writing after which 15 days shall be allowed for filing additional nominations endorsed in a petition signed by any ten members of the Association in good standing. Within 30 days thereafter a complete list of all nominations shall be mailed, together with a secret ballot, to all members in good standing of the Association. All ballots shall be returnable to the Secretary-Treasurer. The President shall appoint an Elections Committee of not less than three, nor more than five members who shall, with the Secretary-Treasurer within 20 days after the mailing of such ballots canvass such ballots and announce the result of such election. Directors-at-Large and Network Directors thus elected shall serve for one year or until the next annual meeting."

Amend Article VII, Section 4 to read as follows:

"Section 4. NOMINATIONS OF DIRECTORS-AT-LARGE AND NETWORK DIRECTORS. Nominations for each of the six Directors-at-Large, as defined in Section 2, above, may be made, in the alternative, as follows: Each duly accredited representative of an Active Member in attendance at the annual membership meeting shall be provided at the time of registration with a nominating ballot and with a certified list of all persons eligible to be nominated as Directors-at-Large in each of the respective classifications; each such representative shall be entitled to write in the space designated on said ballot the

(*Continued on page 54*)

Radio Coming of Age as News Medium

Experience of War Awakens Need for Coverage at the Source

By VADEBONCOEUR
News Analyst and Vice-President, WSYR Syracuse

BACK FROM a tour in the Southwest Pacific as a radio correspondent, E. R. Vadeboncoeur, vice-president of WSYR Syracuse and veteran reporter, analyst and commentator, believes radio at last has awakened to its obligation as a news-gathering medium. He relates his experiences as a war correspondent and concludes that individual stations are acquiring a due respect for themselves and their responsibility to listeners by assigning reporters to supplement, as newspapers have done for years, the press association and network services.

ALMOST before I had unpacked my bags after returning to WSYR from a radio reporter's mission to the Southwest Pacific, covering 27,000 miles in exactly 24 days spent outside the country, I said goodbye to H. R. Ekins, a WSYR commentator, and saw him off for the beachhead in Normany.

I came back to the studio, sat down to catch my breath and then realized suddenly that those two journeys into both great theatres of this war by two commentators from an individual station might mean something very big in radio; they might mean that radio stations have at last acquired the same respect for themselves that everyone else accorded them long ago.

War Awakened Radio

Great, live newspapers never have been content to ride along smugly on their splendid news services; their star reporters and feature writers have always been on the spot to cover big stories, in addition to the fine coverage of the wire services and syndicates. Newspapers always have had respect for themselves as an originating medium of news, not just a funnel through which it could be poured. And with their own crack writers, these newspapers have impressed their character and their personality upon their readers and made them loyal friends.

But until this war shook radio stations to their heels with the impact of news, many top-flight stations had been perfectly content to be mere news voices, riding along on their wire services and their networks and doing virtually nothing to make themselves outstanding by their own reporting.

Now I am not sure of this, but I believe I was the first commentator from any individual radio station accredited as a war correspondent to an overseas theatre. I know I was the first in the Southwest Pacific. I left San Francisco on April 28 and was winging back across the Golden Gate before noon on May 22 after flying about 27,000 miles (3,800 of those miles on combat missions in New Guinea) and after visiting Australia, interviewing Gen. Douglas MacArthur, Mrs. MacArthur, Lt. Gen. George Kenney, Vice Adm. Thomas Kincaid and many others, not the least of them being a pair of Syracuse WACs newly landed in the Southwest Pacific.

As I write this Mr. Ekins is flying to Europe to see the war there, as he saw many another war for nearly two decades as a United Press foreign correspondent before he came to WSYR.

Radio Acquires 'Respect'

That is what I mean by saying that radio stations are acquiring, at long last, a due respect for themselves, for their own importance, their own responsibility to listeners and their own personality and character.

I am not trying to sermonize or blow any ballyhoo trumpets for WSYR, because we deserve no fanfares at all; we are only doing what many aggressive and progressive stations will be doing soon as a matter of course, except that we happen to have done it first. Smart stations will want to impress upon their listeners that they stand for more in the field of news than a good announcer reading good wire copy, or a good, hard-working commentator, chained to an office and working only from a handy wire.

I am not talking about networks now; I'm talking about the stations, themselves. That is an important distinction.

None of this is or will be especially easy; few worthwhile things are easy. Getting accredited is a slow and often a very difficult job, for neither the Army nor the Navy, quite understandably, wants any joyriders around under foot during a war. And without presuming to speak for them, I am certain that they do not intend to carry all the radio commentators in the country overseas. Before asking for accreditation it is well to be ready to prove that your reasons are good and sufficient, and that you know the score as a reporter.

At Jungle Base

I was accredited by the War Dept. in Washington before I left this country. In the Southwest Pacific I was again accredited by Gen. MacArthur's headquarters and then things began to happen. I was at GHQ for less than two days when I started for New Guinea. Out there a war correspondent travels by ATC plane or hitch-hikes, whichever method promises to get him where he wants to go in the shortest time. I was in a hurry, so I hitch-hiked. On a Sunday morning, I was picked up in a hotel lobby by a colonel flying back to Guinea and, 6½ hours later I was standing in the mud of a jungle air base 1400 miles from GHQ.

I had told the Colonel that I wanted to see some combat flying but that I had to pack it in quickly. He just grinned at that and said, "I'll put you with the best squadron on New Guinea. They'll take care of you." They did.

I reached the squadron's camp area just before dark and before dawn next day I was on my way up the winding Sepik River in a B-25 on a 1200-mile chase of Japanese troops trying to evacuate Wewak by sneaking up the river in native boats and along its edges on foot. Next day I was off at dawn on a 1400-mile bombing and strafing strike against the Wakde Bay area, which was a part of the final softening-up bombing treatment just before our troops went ashore to capture Wakde and the 5500-foot Jap airstrip on the island.

You can do all these things and do them quickly out there if GHQ is satisfied that you know your business and the code of respected confidences and trustworthiness of a good reporter; you can do it because, within reasonable limits of sound military security, the Southwest Pacific PRO does everything it can to help its correspondents report the war faithfully, accurately and thoroughly.

Correspondents Respected

At Port Moresby, on the south shore of New Guinea, there is a camp for war correspondents called Cocoanut Grove, which is like a weekend at Atlantic City after the mud of Finschafen, or the rough business on the beaches of Hollandia or Maffin Bay, or Biak. There I slept between the only sheets I saw on Guinea and ate food which tasted like something served up by Oscar of the Waldorf, after a long siege of powdered eggs, powdered milk and a lot of other powdered combat stuff, embellished by jungle butter. The boys need that camp and the rest they get there, for every time there is a strike along the Guinea coast—and there have been plenty of them—they are in the middle of it. Many officers and men out there told me things like, "Those guys have plenty of guts. We get into a lot of the shows, but they get into all of 'em."

The troops out there have remarkable respect for war correspondents; they are helpful and friendly and in my own case, at least, they did everything they could to make me at home and see that I got all that was coming to me and a little bit more, as I realized now and then when my knees were knocking together like Spanish castanets.

And through ever such a fast tour of a vast war theatre as mine, you cannot help bumping against things which increase your respect for radio. It is reaching out to men half-way around the world with the touch of their homes, in a way nothing else could do. I was mighty proud of radio when I

(*Continued on page 52*)

SOUVENIRS FROM SOUTH PACIFIC shown by Vadeboncoeur (left center) WSYR vice-president as well as news analyst, capture interest of staff members. Vadeboncoeur spent six weeks on his news-gathering mission throughout various battle areas of the South Pacific.

MacFarlane Broadcast the First 1,000 Plane Raid

Can you see in your mind's eye 1,000 planes? Can you imagine the thrill it must be? And then can you imagine what it is to see the *first* group of 1,000 planes in the world, leave England to bomb the enemy? And the story it made to a radio man as he shortwaved the news across the Atlantic to The States?

That's just one episode in the war life of Ian Ross MacFarlane. Just one more indication of the way this newscaster has been in the war right up to the hilt.

It's just one more reason why his newscasts carry an authenticity and force seldom heard on the air. He's been through the events once, that are happening again.

Invasion? He was at Dieppe. Came June 6th and the beachheads in Normandy . . . MacFarlane didn't need a tourist map to follow the advance. He has lived in the towns, knew the streets and the people!

Ian Ross MacFarlane broadcasts exclusively for W-I-T-H.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Second 50 kw Outlet Assured In Alamo-San Antonio Action

Transmitter Plans Approved; FCC Sees Better Network Coverage for Blue and Mutual

A SECOND 50,000 w station for San Antonio, Tex., was assured last week when the FCC en banc granted application of the Alamo Broadcasting Co., licensee of KABC, to shift the 250 w local from 1450 kc to 680 kc and to increase power to 50 kw day and 10 kw night with directional antenna for night use.

Installation of a new transmitter and removal of the transmitter site to 10½ miles northwest of San Antonio, subject to the FCC's Statement of Policy of last Jan. 26 [BROADCASTING, Jan. 31], also was approved. Inasmuch as Alamo Broadcasting in its application last April set out that it planned to purchase the 50 kw transmitter of XENT Nuevo Laredo, Mex., across the border from Laredo, Tex., and move it to San Antonio, it appeared likely that little critical U. S. materials would be involved and that construction could go ahead without delay.

Increased Net Coverage

Foremost in the Commission's collective minds in considering the application it is reported, was the increased coverage promised for the Blue and Mutual networks. KABC, it was pointed out, could afford the two networks only limited local coverage, whereas NBC is carried by the 50 kw WOAI, while the San Antonio CBS affiliate is KTSA, operating with 5 kw day and 1 kw night on 550 kc.

Last Wednesday's action recalled that pending before the FCC and designated for hearing without date, is the application of the Blue Network Co. filed last May for permission to feed programs to XELO Juarez, Mex., 150,000 w outlet across the border from El Paso.

Agreements have been worked out with the Texas State Network, with which Col. Elliott Roosevelt, son of the President, and his former wife, Ruth Googins Roosevelt Eidson, are identified, the application pointed out, whereby the Blue programs would be fed to XELO through KFJZ Ft. Worth, heretofore headed by Col. Roosevelt, now on duty overseas. Texas State Network, of which Mrs. Eidson is now president, would be paid at the rate of $350 per class A hour.

Alamo Broadcasting Co. also is identified with the Roosevelt-Eidson interests. Majority of the voting stock is held as follows: R. Early Willson, president, 30%; Charles F. Roeser, vice-president and 25% owner of Frontier Broadcasting Co., licensee of WACO Waco and KNOW Austin, 29%; Mrs. Eidson, 27%. Col. Roosevelt is a director of the Alamo company, of which Gene L. Cagle is general manager. Mr. Cagle also is general manager of KFJZ and of Texas State.

Following her divorce from the President's son, Mrs. Roosevelt was married last June 23 in Ft. Worth to Lt. Col. Harry T. Eidson, Army Air Forces pilot and friend of Col. Roosevelt, who was associated with him in aviation.

The KABC application was handled by John C. Hayes, of Hayes & Hayes, Washington attorneys, with the engineering portions prepared by Everett L. Dilliard, consulting engineer and president of the Commercial Radio Equipment Co., of Kansas City and Washington.

RCA Victor has begun reinstatement of 118 popular Victor and Bluebird records, unavailable lately, and will have stocks replenished by September.

LUNCHEON FOR BREAKFAST Club discussion occurred when W. H. Vanderploeg (left), president of the Kellogg Co., Battle Creek, Mich., manufacturer of cereals and sponsor of the BLUE Network *Breakfast Club*, met with Don McNeill, m.c. of the morning show.

Pinex on 104

PINEX Co., Fort Wayne, Ind. (cough remedy), begins sponsorship Oct. 9 of a national campaign using chain breaks and one spot announcement weekly on 104 stations. Contract is for 22 weeks. Agency is Russell M. Seeds Co., Chicago.

Texas Star Broadcasting Co. Granted FCC Authority to Start Program Tests

A FOUR-YEAR controversy over acquisition of the 1230 kc channel for a 250 w Houston, Tex., outlet was settled last Wednesday by the FCC when it finally granted authority to the Texas Star Broadcasting Co., Houston, applicant for a license for KTHT, new station, to begin program tests in accordance with the Commission's rules.

Action was taken by the Commission, sitting en banc, following a hearing last Monday the application to (1) "determine the truthfulness and accuracy of representations made by or in behalf of the application in the application for construction permit" and (2) "to determine the qualifications of the applicant to operate the broadcast station for which a license is requested in the public interest."

On July 8 the FCC denied the request of Greater Houston Broadcasting Co. for postponement of the hearing to "not earlier than July 17" and Greater Houston's request for rehearing of the Commission's denial in the firm's petition to intervene. The FCC previously had denied petition of Scripps-Howard Radio Inc., for rehearing and reinstatement of its application for construction permit. Texas Star, Greater Houston and Scripps-Howard all had filed applications for the 1230 kc 250 w unlimited time facilities in early 1941 but the applications were dismissed without prejudice following the Commission's freeze order of 1942 [BROADCASTING, July 10].

At the hearing Monday Roy Hofheinz, judge of the Harris County Court, which includes Houston, and owner of 75% of the voting stock of Texas Star, was questioned at length by FCC Chairman James Lawrence Fly regarding his political background, intentions as a broadcaster and his financial status. Judge Hofheinz, who also represented Texas Star as attorney, testified that he owned $9,000 in stock, $1,500 of common stock at $50 per share, and $7,500 in preferred stock at $1,000 a share.

W. N. Hooper, vice-president and secretary-treasurer of the company, holds the remaining 25% of common stock and the balance of preferred stock, Judge Hofheinz told the Commission.

Tell Stock Holdings

When Judge Hofheinz, who said he had been county judge for eight years, testified that the preferred stock, Chairman Fly commented: dividends are paid on common stock, Chiarman Fly commented: "That makes the preferred stock to appear in substance as a loan." The witness said there was "no immediacy" required in retiring the preferred stock.

Chairman Fly also questioned Judge Hofheinz about his political intentions and asked if he intended to retain office if the Commission granted the license. The judge replied that although he was a candidate for reelection, he would wire his withdrawal to the Democratic Central Committee of Harris County "the minute the Commission grants the license". Should the license be granted following his election, he said, he would resign to devote his full time to broadcasting interests.

KVI Sale Revealed In Court Suit

Sackett, Stone Ask Court to Compel Tacoma Transfer

DISCLOSURE of contract for purchase of KVI Tacoma by Sheldon F. Sackett, principal owner of KOOS Marshfield, Ore., and KVAN Vancouver, and Ben E. Stone, general manager of the stations, was made last week with the filing of a complaint against KVI in the Superior Court of Washington for specific performance of contract. The price, according to the complaint, was to be $125,000 for the regional, free of all liabilities and assets.

The suit was brought by KVI Inc., a corporation formed by Messrs. Sackett and Stone, against Mrs. Laura M. Doernbecher, widow of the station's founder and Mrs. Vernice Irwin, daughter of Mrs. Doernbecher, and the Puget Sound Broadcasting Co.

KVI Inc. was created, the petition sets forth, to take over the station upon completion of the sales transaction. The complaint states that in July 1943 Messrs. Sackett and Stone completed a contract for acquisition of KVI for the $125,000 figure, $40,000 of which was to be paid upon approval of the sale by the FCC and the balance in installments bearing 4½% interest, over a period of 72 months.

Agreement

The agreement, the petition alleges, was signed by the parties involved on or about July 30, 1943. Mrs. Doernbecher was decribed as the owner of more than two-thirds of the stock, with Mrs. Irwin the owner of "a nominal number" of the outstanding shares. The station operates on 570 kc with 5000 w.

The complaint states that the $40,000 initial payment was deposited with the attorney for KVI, to be transferred upon written approval of the FCC. It was pointed out that it is necessary for the defendant to join in any application for written consent to transfer.

In February 1944, the complaint adds, Messrs. Sackett and Stone were advised by the Doernbecher attorney that the agreement would not be performed and the $40,000 check was returned.

The court was asked to require the defendants to join in making the application to the FCC for written approval of the sale and that they be required to "specifically perform and carry out their agreement". A judgment against the defendants for $20,000 damages for the delay in performance also was asked with an alternate provision that if specific judgment be not granted "that plaintiff have judgment against said defendants and each of them for $50,000."

The complaint was filed on July 6. The respondents have 20 days in which to answer. Counsel for the complainants are Metzger, Blair and Gardner of Tacoma.

Born for Advertisers . . .

WHO WANT THEIR OWN SHOW ON THEIR OWN LOCAL STATION

• Advertisers who realize the value of having their own big-attraction show but think they can't stretch their advertising dollars that far . . . have good reason for cheers! *An NBC syndicated show was born just for you.*

It's your baby to have and to own *exclusive in your locality.* Behind it is top-rung radio talent plus the unmatched professional production facilities of NBC. Broadcast it on any station you like for your wartime or post-war messages. Carry it on a limited budget. You can, for by syndication the expenditure is divided among many non-competing advertisers in varied markets throughout the country. (And *you* have a show that would be far too costly if produced for one local advertiser.)

Just to give you some indication of the high caliber of NBC recorded shows that are ready to do a big selling job for you—

Betty and Bob—The story of "ordinary folk who lead extraordinary lives"—engrossing, human interest serial drama, with a record of proved selling power. 390 quarter-hours for 5-a-week broadcasts.

Stand by for Adventure—Tales of exciting happenings in far places, among strange people—the art of story-telling recreated by four friends—a South American scientist, a retired Army officer, a newspaperman, and a New England merchant skipper. 52 quarter-hour programs.

Modern Romances—True stories of real people, dramatized from the grippingly human pages of one of today's fastest selling magazines, Modern Romances. 156 quarter-hours, each a complete story.

The Name You Will Remember—William Lang's brilliant word portraits of famous notables in the news—pack an unforgettable punch—and a natural merchandising title tie-in. 260 five-minute shows for 3- or 5-a-week broadcasts.

Through the Sports Glass—Sam Hayes, ace sportscaster, recounts thrilling moments in sports history, famous figures in sports world . . . Memorable sports events dramatized. 52 quarter-hours.

★ ★ ★

These and many other famous NBC Recorded Programs are now available. They cover the tops . . . the absolute tops . . . in all types of radio entertainment. Five minutes to half-hour. Once-a-week to five-a-week. All include strong merchandising features and effective publicity portfolios. Write direct or call your local radio station for complete information and audition records.

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

Preliminary FCC Study Begun On Cash Giveaway Programs

MONEY GIVEAWAY programs, long a burning issue in competitive radio, are being given more than cursory study by the FCC, it was learned authoritatively last week.

The Commission's Law Dept. is making a preliminary study of such programs preparatory to a determination of whether they border on "lottery or games of chance", and therefore would violate the Federal statutes.

Thus far, it is understood, inquiries have been sent to stations in a half-dozen localities soliciting full information on programs involving cash considerations and, in several instances stations have been given temporary license renewals. However, in the latter category, stations also have been placed on temporaries for other reasons, usually in connection with multiple ownership or prospective sales.

'Pot 'O Gold' Recalled

While no formal word has come from the Commission, it was learned following reports from stations that "appropriate inquiries" are being made on an exploratory basis. No recommendations have been made to the FCC by the Law Dept.

The FCC several years ago launched an inquiry into the *Pot 'O Gold* type of program, and had referred the matter to the Dept. of Justice, for possible action under anti-lottery laws in February 1940. Subsequently, however, the department advised the FCC it had dropped the case as "unprosecutable".

So far as could be ascertained the Commission has launched no formal proceedings against stations because of money giveaways or borderline programs. It did, however, send inquiries to stations in the half-dozen cities with a view toward appraising the situation as a whole. It will determine what, if any, action should be taken.

Hearings within the last fortnight have involved proposed transfer of the license of WOV New York from the Arde Bulova interests to Mester Bros., food merchants. Rosel H. Hyde, assistant general counsel in charge of broadcasting, inquired about a particular type of syndicated program on the station involving giveaways. The program was of a quiz nature and the contention was that it involved an element of skill, along the lines of *Information Please*. A hairline question is involved as to whether these constitute lottery or the element of skill, which would free them of the lottery taint.

Early this year, the whole issue of money giveaways erupted as a result of editorials and articles published in BROADCASTING. Preponderant opinion was that such programs should be dropped as bad radio, particularly when the device is to stimulate listening by giving away money rather than to provide entertainment.

Delegate Jimmy

MUSICZAR James C. Petrillo will have a chance to blow his trumpet at the Democratic National Convention which gets under way July 19. He'll attend as a delegate-at-large from Illinois. Petrillo revealed last week that he has resigned his commissioner's office on the Chicago Park Board, an appointive post he has held for a number of years. "I haven't got the time," he said, "I got to much else to do these days."

Chapeau Heads WJHP

TED CHAPEAU, for four years in the program and sales departments of WJHP Jacksonville, Fla., a John H. Perry station, has been appointed station general manager, succeeding Wallace Walker. Other Perry stations are WCOA Pensacola, WTMC Ocala, WDLP Panama City. Known on the air as "Old Lazybones", Mr. Chapeau has been affiliated with WTOC Savannah, WDBO Orlando and WJAX Jacksonville.

Radio Aids Opera

ANNNUAL report of Metropolitan Opera Assn., estimates the United States audience for the Saturday afternoon Blue network opera broadcasts comprises some 10,000,000 listeners, with several million more in Canada and Latin America, crediting the broadcasts with much of the growing enthusiasm for opera. Radio appeal produced 29,597 gifts, averaging $3.51 each.

WMPS Is Bought By Plough Firm

Price Undisclosed, Pending Application and Approval

SALE OF WMPS Memphis by the Scripps-Howard Radio organization to Plough Inc, pharmaceutical manufacturers of Memphis, was announced last Friday, subject to FCC approval. The transaction results from the Commission's duopoly ruling, barring ownership or control of more than one station in the same area. WMPS is licensed to the Memphis Broadcasting Co., which is a wholly-owned subsidiary of Memphis Publishing Co., which also owns and operates WMC, NBC outlet.

Pending filing of the application with FCC expected shortly and completion of contractual arrangements, the sales price was not disclosed.

Heavy Spot Users

Plough, headed by Abe Plough, is an extensive user of spot and regional network radio primarily for Penetro products, St. Joseph Aspirin, Mufti, and Mexsana. Spot radio represents by far the largest portion of its advertising expenditures.

Preparatory to announcing the acceptance of the Plough offer, Scripps-Howard had received proposals from a number of prospective purchasers. The fact that Plough is a Memphis concern may have had some bearing on the sale. WMPS is a Blue Network outlet, and operates on 1460 kc with 1,000 w day and 500 w night.

Mr. Plough asserted "if the Commission approves this purchase, it is intended to have at all times the highest type of personnel as well as to spare no expense in operating WMPS on the highest plane possible in the public interest."

'Blondie' on Blue

COLGATE - PALMOLIVE - PEET Co., Jersey City (Super Suds), will promote weekly *Blondie* program starting on Blue July 21, Friday 7-7:30 p.m. (EWT), with West Coast repeat, 7:30-8 p.m. (PWT). Firm is using transcribed announcements featuring fifty-second interviews with the cast. Scripts sent out with each transcription allow local announcer to add station call letters and program release time. Transcriptions were cut under supervision of Don Bernard, Hollywood manager of William Esty & Co., agency servicing account. Program is scheduled to shift back to CBS stations with broadcast of Oct. 22 [BROADCASTING, July 10].

Five Join Keystone

FIVE stations have recently joined Keystone Broadcasting System, disc net, bringing affiliated stations to 203. New members are WHIT New Bern, N. C.; KRKO Everett, Wash.; KRNR Roseburg, Ore.; WLAY Muscle Sholes, Ala.; WROX Clarksdale, Miss.

SHEPARD GIVES UP CONTROL OF KVOX

THROUGH transfer of 68 shares of common stock by David G. Shepard to John W. Boler, president; M. M. Marget, vice-president and general manager, and R. S. Felhaber, attorney, and transfer of 9 shares from Howard S. Johnson, vice-president and director, to Mr. Felhaber, relinquishment of control of KVOX Broadcasting Co., licensee corporation of KVOX Moorhead, Minn., is sought in an application filed with the FCC.

Stock transfers, according to the application, are made to Mr. Boler "as additional compensation for his management and development of the corporation in behalf of Mr. Shepard and Mr. Johnson"; to Mr. Marget "for his assistance," and to Mr. Felhaber for his legal aid and counsel. Present stock (250 sh) is held as follows: Mr. Shepard, also 24% owner of KSJB Jamestown, N. D., 142 shares (56.8%); Mr. Johnson, likewise 24% owner of KSJB, 83 shares (33.2%); Mr. Boler, also president and major owner of North Central Broadcasting System and 24% owner, treasurer and director of KSJB, 25 shares (10%).

Under the transfer Mr. Boler is to get 49 shares, Mr. Marget 3 shares and Mr. Felhaber 16 shares of Mr. Shepard's stock, thus giving Messrs. Boler, Shepard and Johnson each 74 shares, Mr. Felhaber 25 shares and Mr. Marget 3.

Lea Probers Given Access to All Tax Returns, 1932-44, in Amended Order

A NEW EXECUTIVE Order (9455) amending one issued June 8 authorizing inspection of all tax returns by the House Select Committee to Investigate the FCC, was issued last Friday permitting inspection of returns for the years 1939 to 1944, as well as those dating back to 1932, authorized in the previous order.

The original order, issued June 8 [BROADCASTING, June 12] had authorized the Bureau of Internal Revenue to open for inspection tax returns for 1932-38. That order omitted the words "and subsequent years" through clerical oversight and the supplemental order had been requested by Chairman Clarence F. Lea (D-Cal.) of the Select Committee upon recommendation of General Counsel John J. Sirica.

The authority to inspect returns, customarily given Congressional investigating committees, originally had been requested by Rep. E. E. Cox (D-Ga.) at the outset of the inquiry last year. When Mr. Sirica assumed charge several months ago, the request was renewed and the 1932-1938 authorization was signed by President Roosevelt.

This had been interpreted in some quarters as designed to protect the present makeup of the FCC, since Chairman Fly did not succeed to the chairmanship until 1939. The blanket authorization empowers the Committee to inspect any returns, Government as well as private. Neither Chairman Lea nor Mr. Sirica indicated how far the Committee proposes to go but reiterated that the blanket authority is customary for all investigating committees.

Following is text of order:

Inspection of income, excess profits, declared value excess-profits, and capital stock tax returns by the Select Committee to Investigate the FCC, House of Representatives.

By virtue of the authority vested in me by sections 55 (a), 508, 603, 1204, and 729 (a) of the Internal Revenue Code (53 Stat. 1, 29, 111, 171; 54 Stat. 974, 989), it is hereby ordered that income, excess profits, declared value excess-profits, and capital stock tax returns made under the Internal Revenue Code for the years 1939 to 1944, inclusive, shall be open to inspection by the Select Committee to Investigate the FCC, House of Representatives, or any duly authorized sub-committee thereof for the purpose of carrying out the provisions of House resolution 21 (78th Congress, 1st session)—passed Jan. 19, 1943 and subject to the conditions stated in the Treasury decision relating to the inspection of such returns by that Committee approved by me this date.

This order is supplemental to Executive Orler 9448 dated June 8, 1944.

Teamwork Gets Results....

THE two great markets that listen to WOV team up, in their respective listening hours, to give WOV a constant, around-the-clock pulling power . . . night and day. WOV's daytime domination of the vast metropolitan New York Italian-speaking audience has a Pulse rating as high as 78% of the 520,000 Italian radio homes. And in the evening between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more homes than any other New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP.

WOV
New York
THE KEY TO TWO MARKETS

Promotion Drive For Pulp Workers

Periodical Publishers Aim For Farmer Interest

PERIODICAL Publishers National Committee, Washington, in a drive to get farmers to cut and haul pulpwood and sawlogs between lay-by and harvest time, is running a spot radio campaign on 24 southern stations.

Campaign started July 3 and is now scheduled through Aug. 31, calling for six-times weekly live spot announcements per station, in the early morning hours, placed adjacent to farm programs wherever possible. Agency is Albert Sidney Noble, New York.

Farmers are urged to help Uncle Sam and themselves too, by getting out forest products and selling them at top ceiling prices. Spots describe the best forestry practices and refer farmers to county agricultural agents for detailed information on the cutting and selling of wood.

List of Stations

Station list includes WBT WIS WTMA WSPA WSB WJAX WRUF WCOA WDLP WSFA WJRD WLAY WBHP WSGN WJDX WAML WFOR WCOC WGCM WMIS KWKH KPLC WWL WMC. Campaign may be extended for a longer period if the initial time purchases bring results. Stations are cooperating by carrying as sustainers, transcribed interviews with Donald L. Nelson, WPB chairman, and other Government officials, and live interviews with local foresters.

The Progressive Farmer is supporting the campaign by highlighting the need for forest material on its regular quarter-hour program, heard five-times weekly on a group of Southern stations. Campaign is conducted in cooperation with the Farm Production Forest Products Program, which is sponsored by the War Production Board, the War Food Administration and the War Manpower Commission.

Radio drive started originally in the Northeast on four stations in Maine, four in New Hampshire, two in Vermont and four in Upper New York State. It will be expanded in the autumn.

Frank Smith a V-P

FRANK SMITH, with Benton & Bowles, New York, since June 1942 as executive on the Proctor & Gamble Co. account, has been elected a vice-president. Before joining B & B, he was for three years vice-president in charge of production of Leo Burnett Co., Chicago, and was previously associate advertising manager of General Foods Corp.'s cereal division.

Mr. Smith

Top Cowles Personnel Shifted In Reorganization of Stations

Lawrence and Enns Go to New York; Armstrong To WCOP; Hoffman and Inman Promoted

IN TEMPO with expanded operations, Gardner Cowles Jr., president of the Iowa Broadcasting Co., last week announced extensive changes in the Cowles radio organization, which will include five stations in the East and Midwest when applications pending with the FCC are approved.

Mr. Lawrence

Stations in the group will be KRNT Des Moines and WNAX Yankton-Sioux City, in the Midwest and WHOM New York-Jersey City, WCOP Boston and WOL Washington in the East. KSO Des Moines and WMT Cedar Rapids will leave the group by virtue of transactions completed within the last few weeks, awaiting Commission approval.

T. A. M. Craven, vice president of IBC, will be executive head of WOL in addition to his duties as technical advisor on all engineering matters to all five stations, Mr. Cowles announced.

Craig Lawrence, vice-president and manager of KRNT and KSO, will move to New York to become head of WHOM and WCOP. A. N. Armstrong, now assistant manager of WCOP and WORL Boston, will become manager of WCOP, Mr. Lawrence announced. Ted Enns, national sales manager of IBC, will move to New York in the same capacity representing all five stations. Karl Haase, assistant treasurer of the Iowa company will move to New York in his same capacity on the three eastern stations.

Phil Hoffman, manager of WNAX, moves to Des Moines succeeding Mr. Lawrence as manager of KRNT. Don Inman, formerly of the Waterloo offices of WMT, has moved to Yankton as WNAX manager. Art Smith, formerly program director of WNAX, has moved to Sioux City as manager of the WNAX studies there. Gene Loffler, ex-announcer at KRNT, has moved to Yankton as program director.

Mr. Armstrong

Mr. Enns

Wasmer Loses Political Race; Magnuson Winner

MAJ. LOUIS WASMER, Army Air Forces, owner of KHQ and KGA Spokane, was defeated in the Republican gubernatorial primaries in Washington State last week by Gov. Arthur B. Langlie. Maj. Wasmer had been inducted to run at the eleventh hour by Washington businessmen and citizens. He had had no previous political background.

Rep. Warren G. Magnuson, member of the House Select Committee to Investigate the FCC, was an overwhelming winner in the Democratic race for the Senate seat vacated by Homer T. Bone, recently named to the Federal bench.

Charles Howard Mayne

CHARLES HOWARD MAYNE, 45, president of Charles H. Mayne Co., Los Angeles advertising agency, died July 12 at his home in that city following a heart attack. Born in Council Bluffs, Ia., he came to Southern California as a child. Active and nationally known in the advertising and merchandising field for 25 years, he founded his agency in 1934. Mr. Mayne was a member of the Board of Governors, Southern California chapter, American Assn. of Advertising Agencies. Surviving is his wife, Norma V. Mayne, vice-president of the agency.

Ryan to Speak

J. HAROLD RYAN, president of the NAB, is among speakers scheduled to address a conference on the use of radio in home and farm safety education, to be held at the Hotel Roosevelt, New York, July 27. Meeting is under the auspices of the Home & Farm Safety Advisory Committee of the New York State Dept. of Health and the National Safety Council. Dr. Sterling Fisher, NBC assistant public service counselor, will be a speaker.

BIG AGGIE changed hands along with the management of WNAX Yankton in this heart-rending scene. Phil Hoffman (r) who leaves to become manager of KRNT Des Moines, turns full title of his promotional creation over to Don Inman, his WNAX successor, in the Cowles stations' personnel reorganization.

Samish in Charge Of Blue Programs

Creation of Package Series Will Receive Emphasis

ADRIAN SAMISH, who has had 20 years of experience in the show business, has been appointed to the new post of national production manager of the Blue network. He will act as adviser on outside productions broadcast on the network and its affiliated stations. Under his supervision emphasis will be placed on the creation of package programs and the training of young producers.

Mr. Samish's most recent position has been as director of *March of Time* on NBC. Previously, he was on the radio production staff of Young & Rubicam, New York, as production supervisor on a number of network programs. In the past he has directed such programs as the *Aldrich Family*, *Screen Guild Theatre*, *Ellery Queen* and *We the People*. Before entering radio he directed both film and stage shows.

Mr. Samish's appointment, according to Phillips Carlin, vice-president in charge of programs of the Blue, inaugurates a new personnel policy for the network. Instead of performing as a training ground for executives in the field of the theater, the motion picture industry and advertising agencies, the Blue network is going to draw its staff executives from these fields, he stated.

"The trend, heretofore," Mr. Carlin said, "has been for young producers to gain invaluable experience in network operations and then resign to produce for advertising agencies, outside production units and the theater. Radio broadcasting has grown up. It is now "big league." The Blue network does not consider itself a minor league training ground, he stated.

Omar Expanding

OMAR Inc., Omaha (flour, cereal), will renew sponsorship Sept. 16 of its half-hour children's program, *Adventures of Omar*, Saturdays, on the following stations: WFBM KOWH WBNS WTMJ KOA WMT WOC WHO KGLO KMA KOIL KOB WCLO KVRS. More will be added. Contract is for 26 weeks. Omar will also renew its western show, *Ranch House Jim*, quarter-hour Tuesdays and Thursdays, and half-hour Saturdays, with more to be added. Stations are: KOA WMAQ WOWO WFBM WHO WMT WOW KMOX WHIO WISN. Contract is for 26 weeks. Agency is MacFarland, Aveyard & Co., Chicago.

Prest-O-Lite to Place

PREST-O-LITE BATTERY Co., Indianapolis, on Aug. 15 in behalf of Prest-O-Lite auto batteries starts a series of live and transcribed spot announcements on stations in some 40 markets. Schedule has not been selected. Newspapers, magazines and trade papers will also be used. Agency is Ruthrauff & Ryan, New York.

"Wheat Brings 102 Million Dollars Annual Spending Money to Folks in the KFAB Area"

"Yes sir, seventy-eight million bushels is a lot of wheat...and it represents a whale of a lot of buying power.

"Yet, wheat furnishes only a part of the farm income from this vast KFAB area. Aside from other sure-income crops, we raise a staggering amount of beef, pork, and lamb out here.

"So we have plenty of cash to spend for the things we need...and we naturally turn to the products we've heard about on KFAB, the BIG FARMER STATION."

NEBRASKA'S WHEAT PRODUCTION RANKS 4th IN THE U. S.

In 1943, Nebraska's wheat crop totaled more than 81 million dollars. Nebraska is but a part of the vast KFAB area.

"The **BIG** *Farmer of the Central States"*

KFAB

NEBRASKA IA. KANSAS MO.

LINCOLN, OMAHA

780 KC - 10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager *Represented by EDWARD PETRY COMPANY*

Right of Union to Impose Quota Plan To Be Decided by Regional WLB Panel

WHETHER a union can impose a quota system on a radio station or extend an established quota system to make work for its members will soon be decided by a regional panel of the War Labor Board which has concluded hearings in the dispute between the American Federation of Musicians and WJJD Chicago.

Sale of the station to Marshall Field, approved last week by the FCC [BROADCASTING, July 10], will not interfere with WLB proceedings on the case as WJJD is a corporation and continues as such under its new ownership.

Petrillo's Plans

The case involves "make work" demands of the Chicago AFM local which precipitated a strike of the musicians on April 13, resulting in a strike termination order by the WLB on May 1 and referral of the dispute to the Chicago regional board. A final hearing was held July 7 and briefs were to be filed last week by attorneys for the union and the station.

In his presentation of the case before the panel, William J. Friedman, WJJD attorney, brought out that the demands upon the station were in line with the plans of James C. Petrillo, AFM president, to force the employment of 2,000 musicians as platter turners on the radio broadcasting industry. These plans were resisted by the National Assn. of Broadcast Engineers & Technicians, which refused to surrender its jurisdiction on platter turning in 12 network-owned stations, culminating in an order by the WLB maintaining the status quo [BROADCASTING, May 8, 15, 22, 29, June 5].

Imposition of the quota system was to be the basis for control of platter-turning operations by the musicians union and make-work demands upon stations. In its brief on the merits of the case, counsel for WJJD declared:

"Since the stockholders of WJJD had entered into a contract to sell their stock to Marshall Field, subject to FCC approval, the union felt that if they negotiated with the old management they would not have much difficulty in making the old management recognize the enlargement of the quota system. If station WJJD recognized this, it would afford a basis for a like demand upon the other secondary or B stations in Chicago and act as a precedent throughout the United States. Accordingly, the demands were made on WJJD."

The quota system, counsel pointed out, is "unique and unusual" in American industry and imposes upon an employer a given number of people whether he has need for them or not. "To establish a quota system," it was argued, "is to establish the principle that a man is entitled to be paid whether he works or not. It is the recognition of a make-work or feather-bedding program, a practice particularly abhorrent and un-American during this period of critical labor shortages."

Worked Short Weeks

In support of their contentions, counsel introduced evidence showing that only 2 of its 11 musicians worked the full 25 hours established under the contract as the regular work week and that the others worked only 6 to 15 hours of the 25, all receiving not less than $75 per week. The musicians turned the records at WJJD for many years, counsel explained, so as to provide some employment for the number of musicians which the station has been required to employ.

Nevertheless, when the contract expired last Feb. 14 the union demanded that its new contract stipulate that anyone who turned a record could not play an instrument and would not be included in the quota of musicians employed. "There had been no similar provision in any of the contracts between comparable secondary stations in Chicago and the Union," counsel declared. "This was an entirely new make-work demand on the part of the Union."

The station offered evidence showing that to meet the union's demands it would have to employ at least six record turners and a librarian, increasing the station's payroll by a minimum of $43,680 per annum and imposing "an unreasonable burden" upon it. Counsel noted that under the AFM contracts with major motion picture studios such as MGM, Warner Brothers and Fox, the quota of each studio is only 35 men. Based on gross income, it was pointed out, a station like WJJD should be required at the most to employ one musician.

The union justified its demands on the ground that WCFL, owned by the Chicago Federation of Labor, uses record turners who are not permitted to play musical instruments. Counsel for WJJD pointed out, however, that this station is not operated for profit and could not be compared with a commercial station.

"If Mr. Petrillo could not get a labor-owned station to follow out his make-work demands," counsel stated, "it would indeed be a sorry reflection upon Mr. Petrillo and his standing in the labor world."

During cross-examination at the final hearing, Ralph L. Atlass, then president of WJJD, was asked by David Katz, AFM counsel, how he thought the dispute should be settled. He replied: "Contract with the union on going wage and hire as many men as we have need for . . . 30 men in one week or five in another and use them as the station wishes."

In his closing statement, Mr. Katz asked the panel to recommend dismissal of the case. "It's only an economic question," he said. "There are no wages or hours in issue and the issues which are involved are beyond the jurisdiction of the War Labor Board."

Mr. Friedman argued that the quota system is not legal and that the WLB has no jurisdiction to impose it. "The only basis for supporting the union demands for the quota system," he said, "is that the station had recognized this in the past. This, however, is not sufficient basis for its continuation under the circumstances by this panel."

The panel is composed of John Kyle, attorney of Whitewater, Wis., chairman; Arthur O. Lampland of St. Paul, representing industry; John Heil, Grain Processors Union, representing labor.

Success Story

ANNOUNCEMENT on the Sears, Roebuck & Co. *Voice of a Nation* broadcast over KDYL Salt Lake City at 7:45 a.m. was the only notice given by the store of a special shipment of two-thread hose, but when the doors opened at 10 a.m., clerks from other departments had to be called to assist in selling that commodity to the customers. Entire stock was sold out within ten minutes.

FCC FELLOWSHIPS MADE AVAILABLE

FELLOWSHIPS for study with the FCC are now open to applicants from American Republics other than the U. S. under rules which have been adopted by the Commission in furtherance of the project of the State Dept. Interdepartmental Committee on Cooperation with the American Republics, chairman of which is Dr. Raymund L. Zwemer, internationally known scientist and lecturer.

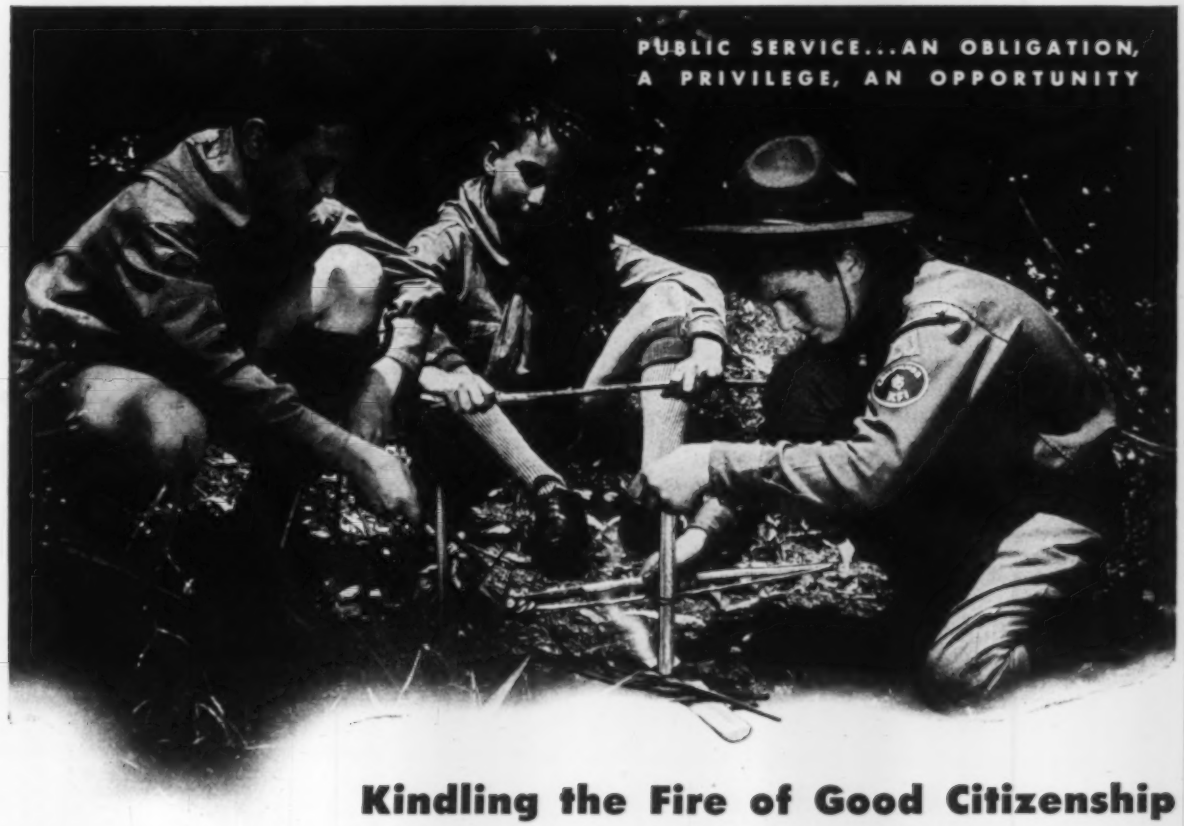
Sum of $10,000 has been allotted by the State Dept. to the FCC for the current year to cover training of Latin and South American engineers in the regulatory and operating practices of communications in the U. S. Interest already has been expressed in the project by Brazil, Mexico and Chile.

Fellowships are to be of the interne-training type, with qualifications requiring that the applicant be a citizen of an American Republic other than the U. S., able to understand the English language, of good character and intellect and with educational background of or equivalent to four years training in communications or related fields. Travel expenses and monthly allowances for quarters and sustenance are included. Similar fellowships of like nature are understood to be in operation under other government agencies and departments, with this the first such project to be undertaken by the FCC, it is reported.

INSPECTING WRIST WATCH given him by Blue network employes at a farewell cocktail party prior to his entering the Marines as a second lieutenant is James L. Stirton (seated center), for 2½ years program manager of the Blue central division. Sitting with Lt. Stirton are Mark Woods (l), president of the Blue, and Edward J. Noble, chairman of the board. Standing (l to r), E. R. Borroff, central division vice-president; Keith Kiggins, station relations manager; Merritt R. Schoenfield, Blue Chicago sales manager. Lt. Stirton reported for duty July 6.

Video Crime Detector

TELEVISION, as a means of helping in the capture of criminals, was forecast by Ted Collins in his first statement as program consultant of WABD, the New York DuMont Television station. Mr. Collins anticipates that not only will law-breakers be fingerprinted and photographed but their likeness recorded on film for telecasting when identification is needed. Mr. Collins remains as manager of Kate Smith and producer and newscaster of her CBS programs.



Kindling the Fire of Good Citizenship in the hearts of 60,000 Boys*

60,000 boys *could* go wrong...hence the reason for Scouting and the reason why KFI encourages Scouting while seeking to win friends and influence listeners.

Whether teaching youngsters to become good citizens, helping oldsters to be better informed citizens, or conducting an educational program in the interests of public health...KFI believes foremost that public service is a great radio station's obligation, its privilege and its opportunity for worthwhile promotion.

KFI delivers not only the *largest audience* of any station in the West—the result of its NBC programs, its Clear Channel, its 50,000 watts of power blanketing the nation's third market...but it delivers *listener loyalty* as well—the result of dominance in the field of purposeful programming in the local public interest.

* "On The Scouting Trail," which KFI has sponsored for four consecutive years, serves sixty thousand Scouts and Cubs in the seventeen Scout regions in Southern California.

Dramatizations illustrate the value of Scout training in wartime. Actual experiences of former Scouts who have seen action in the various theatres of war are related. There are contests, projects in signaling, first aid, reports on Scout activities in this area, and a comedy routine by professional actors. The show plays to a full studio audience of Scouts each Saturday morning.

A recent KFI-Boy Scout Bond Drive was conducted on the program. It resulted in War Bond sales exceeding three million dollars.

"On the Scouting Trail" has won commendation from both local and national Scout executives and has resulted in Special Citation by the Institute of Education by Radio, Ohio State University.

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

Fighting the Air War in the Orient

Strange Cacophony of Propaganda Aimed At the Allies

The airwaves in the Orient are jammed with insidious, clever Axis propaganda beamed to Allied listeners. One of these listeners is George Grim, loaned to the Chinese Ministry of Information for his broadcasts from XGOY Chungking. The former KSTP St. Paul newscaster has also been Mutual's correspondent since January. In a transcribed broadcast on Mutual he described the Oriental propaganda battle. Following are excerpts from his broadcast:

By GEORGE GRIM
MBS Correspondent
Chungking

THE AIR WAR that this report covers comes into my loudspeaker here in Chungking—the strangest radio lineup in the world. It goes on virtually 24 hours a day, propaganda that ranges from stupid to slick pours out of radio transmitters all over the Orient.

Every 15 minutes somewhere on the shortwave dial you hear a recorded trumpet fanfare followed by the words in English, or some other tongue, "This is the Broadcasting Corp. of Japan." I cannot report on what Tojo's broadcasters do in other languages but I have heard plenty of English, and such English.

Little Orphan Annie

Take the girl who calls herself Little Orphan Annie. Every afternoon at 4 she comes on the air with a program for Americans interned in Jap prison camps or for any Americans listening in the Far East. Annie, who also calls herself "Your best enemy," has a brassy voice that talks about home-sick sergeants, lovesick corporals.

Between semi-classical numbers she taunts the boys about what they're missing at home. Annie's program is interrupted once by a too-smooth English speaking announcer who gives what he calls "News from the American home front". It is a collection of strikes, floods, crimes and trouble.

That blows over around 4:30 and is replaced by a loud Benny Goodman record of "I Know That you Know" which introduces the *Zero-Hour*. The smooth-tongued gentleman who m.c.'s the shows talks glibly about the records. He can talk quite intelligently about swing but all his records are pre-Pearl Harbor. Nonetheless, his *Zero Hour* does make pretty decent listening except when he interrupts it to bring you another dose of news from the American home front—the same bag of troubles you heard a half-hour earlier.

That's just one daily hour show from Tokyo. There is a prestige show called *Let's Listen To Japan* that supposedly features great musical organizations in the Land of the Rising Sun. I suspect that the group called the Symphony Orchestra of Japan might, if we could inspect the record, reveal that it had been pressed in Camden, N. J.

The current artist over radio Tokyo is Urichi Hirahoka who played the xylophone over a United States network every Sunday morning for many years. He still plays classical music superbly and without any commercials about his boss in Japan. But right after that you get both barrels—the so-called news from Japan. Right now the Japanese radio is telling you that the Germans were waiting for this invasion, that the Germans have said they would handle it and that Japan is sitting back to watch the Allied defeat. But I detect more than a faint note of doubt in some of the news copy. Tokyo is sitting back and wondering.

Anonymous Commentators

None of the news commentators on the Japanese station gives his name. Some of them sound amazingly American with hardly a trace of trouble with l's and r's so common in the Orient. Their news programs consist of items from Lisbon and Buenos Aires which are the sources of United States news, battle news from Transocean, the German service, and Domei, the Jap propaganda service.

Tokyo radio will sink our ships one day and have them turn up a week or two later to be bombed from the air by daring Japanese pilots. The so-called commentators are of the hissing variety who sound as though they talk through their teeth instead of through their hat. But radio Tokyo wisely uses a lot of American music and interlards its programs with messages from American prisoners of war. Some of these are recordings said to be made in the prison camps. The voices of the Americans are undoubtedly genuine — the Texas drawl, the Arkansas twang, the unmistakable Brooklyn accent. The repetition given these leads me to suspect that there's only a limited library of these messages from American war prisoners which are played and replayed for effect. Radio Tokyo gives you a very mock heroic talk about these records and then cold-bloodedly puts the needle down.

There is a German station in Shanghai which features Herbert Moi, an American-born Chinese who voice seems never to stop. Introduced by a typical brass band German fanfare, Moi has a delivery that features a steady sneer. His news sources seem to be the same as those of radio Tokyo but this German station plays hours of classical music every afternoon.

Most annoying enemy radio broadcaster I ever heard is a Mrs. Henry Topping. She has a midwestern, motherly, folksy sort of voice. She talks on radio Hsinking and tells of her visits to Americans in prison camps—how the Americans tell her there's no use fighting anybody so delightful as the Japanese. It's the most dangerous corn I've ever heard. But, perhaps, nobody takes Mrs. Topping seriously. She sounds more like somebody making fun of your mother and you resent it.

Radio Saigon

Most puzzling station out here is Radio Saigon. French and English seem to be its two principal languages and the staff has to shift lingual gears several times a day. You hear a French program with an announcer calling himself Jacques Chateau. One minute later that same man informs you he's none other than John Kent. He has a voice that reminds you of an accordion stuffed full of mashed potatoes. But his news is the unfailing entertainment as he seesaws through reasonably fair war reporting and Jap and German distortions.

The recent landings in France have the French Radio Saigon buffaloed. They don't seem to know exactly which side of the fence they're on. Meantime, their news broadcasts sound like two different stations on the same wave.

Saigon has a good record library and makes the most of it. You hear the Andrew Sisters and Connie Boswell—old records but played on good equipment. And there's that attempt at gaiety when John Kent, Alias Jacques Cheateau, talks with Jane Phillippe in a thing called *Jack and Jane*. It's a sort of American daytime serial without the climaxes. They chat in a matter that is oh so gay and debonair. Just what they talk about, I can't say because they are forever knocking themselves out laughing at their own material.

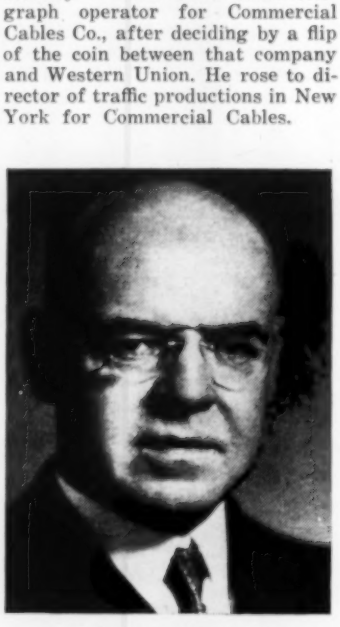
Another enemy station that drops into my loudspeaker here in Chungking is a station that calls

(*Continued on page 26*)

1884 William A. Winterbottom 1944

WILLIAM A. WINTERBOTTOM, 60, vice-president and general manager of RCA Communications Inc., New York, and one of the world's leading authorities in the field of radio and international communications, died of a heart attack at 12:30 a.m. July 8 at his home in Bayside, Long Island, N. Y.

Just 30 years ago last June Mr. Winterbottom entered radio communications, joining Marconi Telegraph & Wireless Co. of America as commercial manager. Born May 31, 1884 in Liverpool, England, Mr. Winterbottom had come to this country in 1903 as a cable telegraph operator for Commercial Cables Co., after deciding by a flip of the coin between that company and Western Union. He rose to director of traffic productions in New York for Commercial Cables.



MR. WINTERBOTTOM

Two years after the Titantic disaster which focused attention on the importance of wireless, Mr. Winterbottom, on June 1, 1914, joined Marconi Telegraph & Wireless Co. of America. Balked by World War I in his efforts to set up the first commercial wireless service to Great Britain, Mr. Winterbottom organized the company's first service to Hawaii, Alaska and Japan.

Set Up New Circuits

In 1919, when RCA was formed to give the United States a communications service independent of foreign interests, and acquired the property of Marconi Co., Mr. Winterbottom was named traffic manager in charge of transoceanic and marine radio services.

Under his management, radio circuits were set up between the United States and France, Germany, Norway and other countries in Europe and South America. He was named vice-president in charge of communications in 1929, when RCAC was incorporated as a subsidiary of RCA, and he became a director of RCAC in 1932.

Mr. Winterbottom is credited with much of the efficiency of today's radio communications, having devoted considerable time to the establishment of the system of recording dots and dashes on high-speed, automatic recorders, which led to the development of the radio recorder used today. As vice-president of RCAC, Mr. Winterbottom has been instrumental in expanding the company's radio communications operations, now comprising a total of 52 international radio circuits.

FIRST TIME

West of the Mississippi!

1944
PUBLIC UTILITIES ADVERTISING ASSOCIATION
Department of the
ADVERTISING FEDERATION OF AMERICA
Presents this certificate to
Oklahoma Natural Gas Company
for winning
AWARD OF MERIT
Radio Advertising
IN THE 1944 BETTER COPY CONTEST
Presented at the Annual Convention, June 6-7-8, 1944 at Chicago, Illinois

More Proof of WKY's Major League Standing in Program Production

● FOR the first time, the Public Utilities Advertising Association award of merit has been given to a radio program originating on a station west of the Mississippi river.

"Women Commandos", sponsored by the Oklahoma Natural Gas Company and directed by Julie Benell, was originated and produced from idea to the air by WKY's ideafull and talented staff and has been on the air continuously for 21 months.

This is by no means the first instance of national recognition coming to WKY for its program production. Many another WKY program, on the other hand, of equal merit may never get national recognition, but wins the award that counts most: A large, responsive audience for the sponsors.

It is not the easiest way to program a station, but WKY will continue to originate and produce a lot of local programs and thereby continue to give Oklahoma listeners a radio service tailored more nearly to their liking than can any other station.

"Women Commandos"

Designed for Women on the Home Front

"Women Commandos", now in its 21st month, is authored and directed by Julie Benell, left, who has appeared with Orson Wells, Helen Hayes and Irene Rich during a long experience on the stage and in radio.

Through the medium of this program, heard five mornings a week, over 100,000 women have banded together to help our men on the fighting fronts through salvage and nutrition programs at home.

WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Mgmt.)
REPRESENTED BY
THE KATZ AGENCY

America's most listened-to
NEWS REPORTER

Fulton Lewis, jr.

will cover the
DEMOCRATIC CONVENTION
July 19-22

On the spot again! Lewis jumps from the Republican convention right over to the Democratic convention . . . reporting the news **AS IT HAPPENS!**

Lewis is heard on over 200 stations . . . with over 130 sponsors. For sponsorship in your city, call, wire or write **WM. B. DOLPH, WOL, WASHINGTON, D. C.**

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

FCC Intervention On Song Withheld

Fly Tells Writers Commission Has No Power to Judge

FCC intervention in the networks' ban of the song "Don't Change Horses in the Middle of the Stream" is precluded under the Communications Act of 1934, as amended, Commission Chairman James Lawrence Fly last week advised the composers.

In a telegram June 30 Al Hoffman, Milton Drake and Jerry Livingston, authors of the song which has been banned by the Blue, CBS, Mutual and NBC because of its political significance, appealed to Chairman Fly. The trio, composers of the hit "Mairzy Doats", felt the networks were discriminating against them in not permitting the song. Following is text of Chairman Fly's letter:

I have received your telegram of June 30, 1944, in which you allege that your musical composition "Don't Change Horses in the Middle of the Stream" has been barred by NBC, CBS, Mutual and the Blue Networks on the ground that it possesses political significance.

Under the Communications Act of 1934, as amended, the Commission possesses no affirmative powers with respect to particular presentations over radio stations, except broadcasts by candidates for public office which fall within the scope of Section 315 of that Act. The matter of which you complain is not within the purview of Section 315. The Commission's power with respect to the programs of existing station licensees is limited to determining in the light of the station's entire operation whether the station has been operating in the public interest.

The statutory duty to operate in the public interest includes the obligation to afford a well-rounded, and not one-sided presentation of controversial public issues. From the single incident which you recite it could not be concluded that the organizations involved are pursuing a one-sided and biased policy. The utmost which you contend is that the networks have made an erroneous and unwarranted judgment as to the character of the song.

You interest in calling this matter to our attention is appreciated.

Fibber & Molly Ahead In Hooper Coast Ratings

FIBBER McGEE & MOLLY are first in the list of "Top Ten" programs released in the Pacific Network ratings of C. E. Hooper Inc., covering May-June. Frank Morgan-Fanny Brice ranked second followed by *Great Gildersleeve, Screen Guild Players, Aldrich Family, Take It or Leave It, Bob Burns, Radio Theatre, Blondie, Ellery Queen.*

Data on average program ratings, sets-in-use and available audience for the evening show decreases both over the previous report and the same period a year ago. Daytime figures, while registering a drop over the comparable period in 1943, show an increase over the last report in all three categories.

Caen Advance Told

DAVID ANDERSON, NBC war correspondent, on July 10 was heard on the network in a special recording prepared by him while the Allied troops advanced upon the French port, Caen. As Mr. Anderson described his experiences and observations while under fire, battle sounds were clearly heard.

POST-WAR headache avoider for turn-table operators is the Hartley-Holt Concentric Turntable, shown here with its inventors, Hillis W. Holt (l), chief engineer, WOV New York, and Arnold B. Hartley, WOV director of programs. Device has an inner circle revolving at 78 and raised outer ring turning at 33 1/3 rpm, insuring that phonograph records and transcriptions will each be played at the correct speed for each type of disc.

Hunt Bros. Sponsors

HUNT BROS. PACKING Co., Los Angeles (canned food), on Aug. 6 starts sponsoring *Hollywood Barn Dance* on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KOIN KIRO KFPY) Sunday, 8:30-9 p.m. (PWT). Contract is for 52 weeks. Cottenseed Clark is m.c.-producer. Talent also includes Foy Willing & His Riders of the Purple Sage, instrumental and vocal group. Firm also sponsors commentary of Galen Drake on same stations, Tuesday, Thursday, 5-5:15 p.m. and William Winter, news analyst, Sunday 5:30-5:45 p.m. (PWT). In addition, Fulton Lewis jr., is sponsored twice-weekly on 39 Don Lee-Mutual Western stations, Tuesday, Thursday, 9:30-9:45 p.m. (PWT), with 11 spot announcements per week on KNX Hollywood. Agency is Garfield & Guild Adv., Los Angeles.

Avery Enlarges

ARVEY Corp., Chicago (glass substitute), begins sponsorship of three five-minute transcribed programs weekly featuring Alexander McQueen, *Nothing but the Truth*, effective between Oct. 30 and Nov. 6, on following stations: WWVA WGY CKLW WFDF WKZO WNOX WAPI KLRA KERN KMJ KFBK KWG KONO KGO KLZ WTIC WAGA KFYR WLS WHO WIBW KYW WCCO KXOK KWTO KGKO KFAB WHAM WPTF WKY KGW KUTA WSVA KVI. All stations are subject to change depending upon availabilities, with more to be added. Contracts vary. Agency is First United Broadcasters, Chicago. Account executive is George Roessler.

Wall Paper Drive

UNITED WALL PAPER FACTORIES, Chicago, begins sponsorship Sept. 4 of its first national advertising campaign, using participation on women's programs on approximately 42 stations. Stations will be announced later. Number of days weekly will depend upon availabilities. Contract for 52 weeks was placed by MacFarland, Aveyard & Co., Chicago.

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

Jack Benny faces the KGW microphone in his "acceptance" speech after being nominated for president of the U.S.A. by the "Republocrats" in a program staged by KGW Mr. Short, who seems "pleased as Punch" over the proceedings, is at Mr Benny's left.

Seated at the Portland Ad Federation luncheon table: (left to right) Ken Martin, executive manager Oregon War Finance Committee; Arden X Pangborn, manager of KGW; Mayor Earl Riley of Portland; the "Sage of Waukegan" himself; and president Ralph Lawler and vice-president R. F. Sersanous of the Portland Kiwanis club.

HAL E. SHORT*... PRESIDENT OF PORTLAND ADVERTISING FEDERATION

SAYS: "KGW is always 'on the beam' when it comes to making public service interesting and entertaining.... For example, when Jack Benny and his troupe performed in Portland recently, KGW took an active part in the presentation and the Benny folks 'did their stuff' in a way that made hundreds of new friends for all concerned."

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

* Hal E. Short, successful young Portland advertising executive, is a partner in the Short & Baum Advertising Agency.

WSIX LEADS

In Nashville

All Day - 8 A.M. to 6 P.M.

The EIGHTH CONSECUTIVE Monthly

GAIN GIVES WSIX

This Share of the

NASHVILLE AUDIENCE

HOOPER INDEX, APRIL-MAY, 1944

Station	WSIX	B	C
Mon. Thru Fri. 8:00—12:00 A.M.	46.0	21.8	32.2
Mon. Thru Fri. 12:00—6:00 P.M.	36.4	33.7	29.9

For an Increasing Share of the Nashville

Audience at Most Reasonable Rates

BUY WSIX

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and

Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX "The Voice of Nashville"

NASHVILLE, TENN.

Fighting Air War

(*Continued from page 22*)

itself the voice of Free India. When it speaks English I'm afraid that English sounds like Hindustani. It's only after listening very closely that you discover that the annoucer thinks he is speaking English. I have yet to understand what he's driving at except that he doesn't like things the way they are in India. It's like Donald Duck with a Hindustani accent.

German Show

Radio Berlin, while not in our neighborhood by any means, beams a show this way. Recently it stopped being boastful and started to play old American dance records with a modern woman chatting about nothing, very much like Saigon's *Jack and Jane*. The news reports are clipped and one sided but not long-winded. Radio Berlin is content to beam us lots of music and loud music at that.

And how about the radio transmitters on our side, what are they doing? Here in China we have a group of transmitters in principal cities which are programmed mostly from Chungking. Their jobs: to bring the news and Chinese music to their local audiences. There aren't many home radios in China so street corner radios are increasingly popular. One program is a nightly nine o'clock news in English which we broadcast to Chungking and which is picked up and rebroadcast by ten transmitters in China.

Our audience runs from American army units in the jungle to missionaries in remote sections to street corner throngs who hear the voice but don't understand a word it says. Our own international broadcasting station sends out news of the Allies in more than a dozen different languages. We have virtually no programs of music or other entertainment. We just keep everlastingly at it doing the news in all these languages, including Japanese.

Good India Service

A big broadcasting factor in the Far East is our India radio which has a splendid news service and which often picks up and relays the BBC news from London. At night after we finish our North American service I go back to my room and turn on the radio. It is midnight here but the voice says it is ten a.m. San Francisco time. Then we hear how the Yanks are doing, what part of the League St. Paul holds, what race was won by which horse, a couple of Mutual shows, *Luncheon with Lopez* from New York's Hotel Taft bringing us pretty close to Fiftieth Street and the New York we hope to see again. Radio here is a link with home, but it's also an unwanted link with our enemy. Their propaganda is clever, keyed up. But you folks in the states don't have to worry about us. One good session of *Luncheon With Lopez* and Orphan Annie from Tokyo, Jacques Cheateau from Saigon and Mrs. Henry Topping from Hsinking are just foolish voices crying in the wilderness.

BREAK CAME to Ken Baxter, blind night switchboard operator of a Hollywood telephone exchange for radio artists, when he answered a call. It was from John Zoller, radio director, who was looking for an actor through the call exchange. Impressed with Baxter's voice, he looked him up. The youth had prepared for such a day, having trained himself so that after one reading of a script he could transpose lines into Braille and thus use his own version for microphone work. Now Baxter has a permanent role in the five-weekly NBC serial, *Across the Threshold*, and also retains his night-time switchboard job as well.

Tele Film Firm

AIMED SOLELY at the television market, new Hollywood film production company, under firm name of Telecom Inc., has been organized with William Pine and William Thomas, producers, as financial backers. Utilizing PRC studios, first picture, which will run half a regular size reel in length, was built to commercial specifications for Lever Bros. (Rinso), under supervision of Lee Cooley, television director of Ruthrauff & Ryan Inc., New York, agency servicing the soap account. Maxwell Shane was writer-director. Film is scheduled for release on W2XWV New York.

CBC Board Change

RENE MORIN, Montreal, Chairman of the Board of the Canadian Broadcasting Corp., has resigned as chairman, though remaining as member, due to pressure of private business, it was announced last week by War Services Minister L. R. La Fleche at Ottawa. M. Morin's successor is Howard B. Chase, Montreal, president of the Canadian Brotherhood of Locomotive Engineers.

OPERETTA entitled *The Boys From Boise*, a television show, will be presented by *Esquire* magazine on WABD New York Sept. 7. The two-hour production will be produced by Raymond E. Nelson, television director of Charles M. Storm Co., New York.

STAGE-DOOR ENTRANCE

Favorite diversion of Mr. and Mrs. America and their offspring is to line up at Radio's Stage-Door.. right in their own home! Truth, being stranger than fiction, sees the simple turning of a knob become the "Open Sesame" of the Arabian Nights, whereupon the stage-door swings wide open.

At the stations of Westinghouse, the line forms before dawn. It's still there long after midnight. The queue is waiting for (and getting) 9 of the first 10 most popular national programs; 20 of the first 25, and so on.

Top-notchers of the entertainment-world, the pick of the news-commentators, music, and (yes!) salesmen.. welcome salesmen, who tell the people about things they *need*.. and need to *know* about before they buy!

In primary areas alone, the stations of Westinghouse address a potential audience of 18,000,000 Americans.. hold their attention and their *loyalties* with NBC's Parade of Stars, as well as local programs of high caliber. Wouldn't you like to introduce *your* line to *our* line? NBC Spot Sales is ready with helpful suggestions and further details.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • WGL • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

House Select Committee Probers Eye Proposed WOV Sale to Mester Brothers

INTEREST of the House Select Committee to Investigate the FCC in the proposed sale by Arde Bulova and Maj. Harry D. Henshel of control in Wodaam Corp., New York, licensee of WOV, to Murray and Meyer Mester, owners of the Balbo Oil Co., Brooklyn, for $300,000 was disclosed last week, with trips to New York by John J. Sirica, Committee general counsel, and Harry S. Barger, chief investigator.

Meantime public hearings before Commissioner C. J. Durr have been concluded, subject to the transferees' right to request an order to take depositions of character witnesses. It was further disclosed last week that the Rev. Edward Lodge Curran, president of the International Catholic Truth Society, had written a five-page letter to each Commissioner protesting the sale of Bulova stations, particularly WPEN Philadelphia.

Presence of Mr. Sirica and Robert Barker, House Select Committee investigator, at hearings in the proposed transfer July 6-7, brought from Mr. Sirica the comment that he merely was familiarizing himself with Commission procedure. Mr. Barker, however, conferred frequently with Benjamin J. Lasky, New York, attorney for Hyla Kiczales, one-time manager of WOV. Mr. Lasky's verbal motion to intervene was denied at the outset by Commissioner Durr. Miss Kiczales has given a statement to the Committee investigators.

The FCC on July 5 reversed Commissioner Paul A. Walker, motions chairman who on June 28 denied petition of Richard E. O'Dea, minority stockholder, to intervene. Mr. O'Dea, who was represented by McGroddy & Warren of New York, was called as the concluding witness by Philip J. Hennessey Jr., of Segal, Smith & Hennessey, Washington counsel for the Mester brothers.

Appearing for the Wodaam Corp. was Horace L. Lohnes, Washington attorney. Sanford Cohen, New York, attorney for Mr. Bulova, represented his client. Rosel Hyde, FCC assistant general counsel in charge of broadcasting, represented the FCC.

In New York Supreme Court Mr. O'Dea has filed suit against Mr. Bulova and Milton Biow, head of the New York agency bearing his name, charging breach of contract in the 1941 transfer of WNEW New York from Wodaam Corp. to the Greater New York Corp., in exchange for WOV. He asks $500,000 damages alleging that he consented to the exchange of stations on the promise of Mr. Bulova to turn over 25% of the Wodaam stock to Mr. Biow, on Mr. Biow's promise to "undertake the general direction of the policies and operations" of WOV and on the promise of both defendants to convert WOV from Italian language to an English language station. Mr. O'Dea's petition charged none of the promises were carried out.

Charles B. McGroddy, who conducted Mr. O'Dea's case before the Commission, questioned Mr. Mester about his past affiliations.

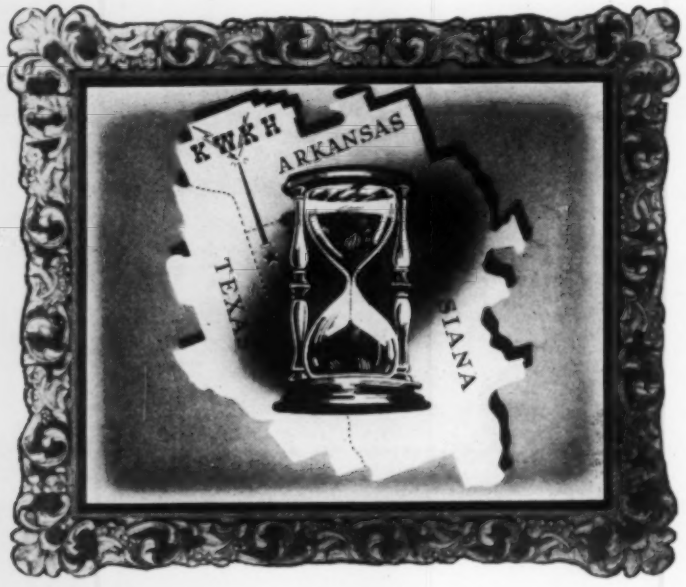
Leonard Marks, FCC assistant general counsel, introduced into the record copies of several stipulations entered into by Mr. Mester with the FTC. Photostatic copies of the stipulations also have been obtained by the Lea Committee. When Mr. McGroddy asked Mr. Mester why the original petition to transfer control of WOV to him and his brother in 1942 was withdrawn, Commissioner Durr sustained objection by Mr. Cohen and Mr. Hyde.

Commission witnesses had testified before the House Select Committee that the application was withdrawn at the request of the Office of War Information.

Mr. Hyde questioned Mr. Mester at length as to the type programs he proposes as one of the prospective owners of WOV. Several times the witness replied that his programs would be "within Commission regulations", and Mr. Hyde explained that the FCC had no control over programs. When the FCC assistant general counsel questioned him closely about money-giveaways, Mr. Mester replied: "We all don't think alike. I would say if the people want that type of program and it's within the Commission's regulations, we'd use it."

Mr. Hyde previously had cross-examined Ralph N. Weil, manager of WOV, on the program *People Know Everything*, a money giveaway which Mr. Weil likened to *Information Please*. The other program, Mr. Weil said, is owned by a Chicago firm and is carried on several other stations.

It was understood that members of the House Committee were interested in withdrawal of the transfer application in 1942 and in ownership of WAAM Inc. and B. I. O. W. Broadcasting Corp. Application for transfer shows B.I.O.W. Corp. owns all but three shares of WAAM Inc. and that Maj. Henshel owns all of the common stock of B. I. O. W. In the Wodaam Corp. WAAM Inc. holds 49% of preferred stock and B. I. O. W. owns 20% of B stock.



PORTRAIT OF AN

Enduring MARKET

• Down in KWKH-land—East Texas, South Arkansas and North Louisiana—production is now stepped-up to meet heavy wartime requirements. But, in years past it has been a rich, enduring market. It will be an even richer market in the future as its wealth of natural resources are utilized in rebuilding a war-torn world. It produces one-fifth of the nation's oil and holds the second largest known supply of natural gas. Add to this other industrial advantages such as abundant timber, diversified agriculture and livestock, a mild year-round climate. Let us give you more information about this rich market and the possibilities it offers for selling now, building sales for the future.

KWKH

50,000 WATTS

CBS

A Shreveport Times Station Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

SUSPENSE originates at KNX

...so does Romance of the Ranchos

"*S-u-s*-PENSE!" hisses the Man in Black. Millions of Thursday listeners shiver sideways at another thriller produced by that CBS-KNX master of mystery, William Spier—former producer of the *March of Time*, *Columbia Forecast*, and now a movie director for M-G-M.

Yet without one indispensable tool for mystery production, all Spier's brilliance and Hollywood's finest stars couldn't contrive the intense realism that made *Suspense* one of America's favorite gooseflesh series. That tool is skilled *sound effect*, made to order for mystery stories. And KNX has the most perfectly equipped workshop in radio, to put the final keenness on the razor edge of...*S-u-s*-PENSE!

In this same workshop—where 27 top transcontinental shows come into being—*Romance of the Ranchos* is polished with equal expertness for a *local* audience. At the command of its producer is every device of radio used on transcontinental shows. Small wonder *every* KNX local program becomes a fine piece of workmanship.

The drama of early California history is so well told on *Romance of the Ranchos* that the program has won praise from city and county schools for its unusual educational value. Saleswise, it worked so well for the sponsor that he's brought it back for the second year.

That's the way, again and again, with KNX shows. The network touch and quality is always there—not only in successfully-sold *Romance of the Ranchos* but in other KNX productions now available for equally productive sponsorship. We're also good at building shows for an advertiser's special needs. KNX showmanship, prestige and skill are ready to go to work for you. All it takes is to have you ask us or Radio Sales.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

KNX
LOS ANGELES
50,000 WATTS
COLUMBIA OWNED
CBS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

A Tree Grows in Brooklyn!

RIDING HIGH!
All the excitement of watching racing results . . . while the races are on . . . 12 to 6:30 . . . exclusively, daily . . . over your radio via 1430.
WBYN
THE MINUTE STATION
I am the NEW Minute Man!
WBYN 1430 on the dial
INVASION FRONT 7 MIN.
BURMA FRONT 9 MIN.
SOUTH PACIFIC 4 MIN.
ITALIAN FRONT 4 MIN.
TICK-TOC
WHAT'S UP?
Another minute passes. . . . Something important happens. . . . As it does, it's over the air on "1430." . . . War news, sports news, exclusive race news 12 to 6 minutely spotted between music.
WBYN
THE MINUTE STATION
the station that keeps the wires clear every minu
WBYN
1430 on your dial
WBYN

—and spreads rapidly all over

NEW YORK!

Millions see these ads daily in the New York Times, Mirror, Tribune, News, Sun and Post.

SPREADING THE STORY OF "MINUTE PROGRAMMING"

HOW BIG IS BROOKLYN'S TREE?

Brooklyn's three million population—greater than Philadelphia, much greater than Boston or Detroit or Los Angeles—gets a more intensive coverage of its buying public through WBYN, Brooklyn's only full-time radio station.

A PRE-SOLD AUDIENCE AWAITS YOU ON

THE MINUTE STATION **WBYN** 1430 on your dial

Brooklyn's Only Full Time Radio Station

For Availabilities: WILLIAM NORINS, Gen. Mgr

All New York sees these arresting Minute ads . . . they tell the story of "up-to-the-minute" WBYN service . . . every few minutes, news, sports, racing results . . . spotted between pleasant music all day long.

Merchandising & Promotion

Movie Promotion—Fish Rule—Nozzle
Program Promotion—KRNT Schedule

KCMO Movie Shorts

SERIES of 13 "Screen Broadcasts", one minute movie trailer features showing Blue network personalities and programs heard over KCMO Kansas City, are being presented by the station in leading neighborhood theatres of the Kansas City area. Excerpts from program formats are among highlights of the visual listener appeal campaign. Exclusive contracts have been obtained for the series.

* * *

WIP Folder

WIP Philadelphia is distributing a promotion folder offering Alexander Griffin, commentator heard on Mutual from Philadelphia, as a good buy for local advertisers during the Democratic Convention when he will broadcast from Chicago. WIP, which handles the news program, suggests that advertisers sign for Mr. Griffin on a local cooperative basis on Mutual stations, as their "own convention reporter."

* * *

NBC Manual

TO ACQUAINT employees of NBC with the functions of the network's branches, departments and personnel services, NBC has distributed a 124 page manual entitled *NBC and You*. Opening with a brief history of NBC and the broadcasting industry, the manual relates the story of each NBC department, station affiliations, and the present status and future prospects of television.

* * *

WWL Rules

FOR MEASURING "the fish that got away" WWL New Orleans has distributed a "Universal Fisherman's Rule" as its latest promotion piece. Approximately six inches long, the ruler is measured off into 23 "inches" of decreasing size. Copy tie-in says: "For full measure of listenership through the rich Deep South—headed for permanent prosperity, use WWL New Orleans".

* * *

Garden Hose Nozzle

PLASTIC fine spray hose nozzle "to help make your garden grow" is included in a promotion piece released by WIBW Topeka, Kan., which also says to "use WIBW to help increase your sales." Reverse of promotion piece stresses importance of War Bond purchases.

* * *

KPRO Map

LATEST promotion piece of KPRO Riverside, Cal., is a map, 25 by 22 inches, titled the "Valley of Paradise", showing the KPRO area as a "new industrial empire". It points out that the valley is 60 miles from Los Angeles, representing a "separate and distinct market of cities, factories, citrus groves and homes".

Westinghouse Schedule

RADIO portion of the promotion to be used by Westinghouse Electric & Mfg. Co. this summer to familiarize consumers with new Westinghouse appliances will include special announcements on the August 18 and August 26 Westinghouse *Top of the Evening* programs on the Blue network. August 20 science story broadcast by John Nesbitt on NBC will be on frozen foods, with tie-in of the projected home freezing units. Campaign also includes extensive promotion through consumer magazines, trade publications, posters, and other media.

* * *

War Service Work

A SERIES of weekly stories titled *War Torn*, based on the work of the community and war service agencies and featuring stage and screen stars, is being broadcast by WLAC Nashville. Extensive promotion, including mailing of 10,000 postcards by the Community Chest to contributors, distribution of 300 posters to manufacturing and business establishments, mention of the program on Community Chest statements, and news releases to daily and county papers in the WLAC area, preceded the first broadcast.

* * *

Program Promotion

"SIX KEYS to Unlock the Doors to Happier Living" is the title of a promotion booklet being sent out to housewives by WKY Oklahoma City to announce the addition of Mrs. Helen Barr as director of home-making programs. Inviting listeners to participate in the program, the booklet includes a form for sending in favorite recepies to be used on Mrs. Barr's program.

* * *

WIP Listener Ads

EXTENSIVE and consistent listener promotion campaign is being conducted by WIP Philadelphia in newspapers throughout the WIP area. Advertisers also are stressing their WIP programs in regular newspaper advertisements in line with the station's campaign. One program only is featured in each WIP ad.

* * *

KRNT Schedule

SUMMER listening schedules of KRNT Des Moines were being distributed last week to more than 35,000 Middle Iowa homes. Pictures and information are included about programs and personalities in the eight-page tabloid-size schedule, printed on newsprint.

* * *

ONE-and-a-half hour television anniversary program on WABD New York was presented by WOR New York on July 11 featuring an address by Jules Seebach and repeat viewings of past outstanding performances.

REPORT NO. 3

ON STATION WHO'S HOOPERATINGS

At left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

USUAL practice is to buy program time on the basis of Hooperatings for the city where the station is located. This is good procedure when the large metropolitan population is most important in the sales territory. But—

—Des Moines with 159,618 people has less than 5% of WHO's potential audience in its daytime primary coverage area. Hooperatings for the "city zone" do not give you the true picture of the "outside zone".

We wanted to get the *facts* for you. So we asked Hooper to survey Des Moines and the eight Outside Zone cities shown on the map above—which have a population comparable to that of Des Moines.

The result: (1) Far greater percentages of radio sets were found "in use" in the eight Outside Zone cities than in Des Moines itself; (2) WHO dominates its important Outside Zone even more spectacularly than it does Des Moines!

Here are some interesting excerpts from the Report:

	Des Moines City Zone			Outside Zone		
	Sets in use	WHO rating	Share of Audience	Sets in use	WHO rating	Share of Audience
8:00 A.M. to 6:00 P.M. Monday thru Friday	18.0	7.4	40.8	25.1	15.1	60.0
6:00 to 10:00 P.M. Sunday thru Saturday	38.5	18.3	47.6	42.0	28.1	66.9

Buy WHO for its Des Moines coverage, if you wish—but be prepared to merchandise your products on a very much wider scale than that, to utilize all of WHO's influence. Ask us or Free & Peters to deliver the complete report. You'll find it a real eye-opener.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Formfit Air Copy Is Deftly Handled

MBS Gets First Net Show Plugging Undergarments

COMMERCIALS on the premiere broadcast of Formfit Co.'s MBS program Sunday, July 9, were the subject of much interest among radio advertising industry and trade press representatives at a send-off party in New York.

It was the first time the undergarment industry has attempted to promote "unmentionables" on network radio. Dick Brown, crooner, is featured on the program, heard Sundays, 6:45-7 p.m. Agency is Buchanan & Co., Chicago.

Steering clear at least for the first broadcast of such trade names as Pagan-Charm, Thrill, Breath-O-Spring and Panel Art, commercials mentioned only Life bras and foundation garments. Excerpts from one of four commercials read by Jimmy Wallington, announcer, follow: "Like modern songs that do things for our hearts and minds, you well-groomed modern women have superbly-styled Formfit Life bras and sleek foundation garments to keep you in the smart tempo of the times. For your figures, too, must be as smoothly and luxuriously streamlined . . . as fashion perfect . . . as the part you play in your daily life.

"Yes, wherever you live, in hamlet, town or metropolitan center, you'll find a leading store that has the lovely, precision-cut Formfit Life or Formfit Foundation that's tailored to fit you . . . the beautifully-made figure moulder that will do the most for you."

WILLIAM E. KRESS has been appointed midwest sales manager for Philco Corp., with headquarters in Chicago. He succeeds John M. Otter who previously had been named sales manager of the home radio division.

N. Y. Office Expands

NEW YORK office of Botsford, Constantine & Gardner, which formerly operated from the office of one of its accounts, Jantzen Knitting Mills, in the Empire State Bldg., has taken separate offices in the same building and is now set up to handle other business of the agency as well. Elizabeth Eyerly, vice-president and head of fashion advertising, continues in charge. Firm has offices in Portland, Seattle, San Francisco and Los Angeles.

Dairy Renewal

AMERICAN DAIRY Assn., Chicago (butter & dairy products), will renew sponsorship July 30 of its quarter-hour news program, *Voice of the Dairy Farmer*, featuring Clifton Utley and Everett Mitchell, Sundays, on approximately 50 NBC network stations. Contract is for 13 weeks on a continuation basis. Agency is Campbell-Mithun, Chicago.

Another Bumper Crop—74% higher than originally estimated—is pouring still another staggering surplus of spendable CASH into WIBW's six state area.

WIBW Dominates This Market. Our straightforward, down-to-earth speech, entertainment and services have won us the absolute confidence of 4,811,511 farm and small town listeners. For almost two decades we have directed the lion's share of their income into the pockets of our advertisers . . . and we're *still* doing it.

Your Best Bet. If you have a selling job in Kansas and adjoining states, you can do it quicker, more economically, and more thoroughly with WIBW. Contract renewals prove it . . . 100%.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Studio Notes

OFFICE of Price Administration in New York, using the facilities of WNYC New York, secured distribution of over 2,500 of new rent control folders, designed to help protect New Yorkers from rent violations. Spots were broadcast from two to five times daily during a three-week period June-July.

WIP Philadelphia is presenting a summer series of radio courses for students of local senior and junior high schools and parochial schools. Best workers will present actual broadcast on WIP at end of training schedules.

WBCM Saginaw, Mich. presented extensive daily coverage of the Triennial Convention of the Lutheran Church, Missouri Synod, during the meeting in Saginaw of more than a thousand delegates from all areas. Featured were special programs, interviews and other highlights.

BROADCASTS of WGN's *Chicago Theater of the Air Symphony Hour* will be conducted for the first time without a studio audience during the next 14 weeks beginning July 18. WGN has acquired the use of Chicago Orchestra Hall for programs, effecting a greater elasticity in programming arrangements and obtaining best acoustical facilities. Full hour program is directed by Henry Weber, WGN director of music.

TELEVISION SPEAKERS BUREAU has been established by the Television Broadcasters Assn., New York, to meet the increasing demand for speakers acquainted with technical and non-technical aspects of television.

THE CBS Mail Bag, monthly news letter for employes in the armed forces, celebrates its second anniversary this month with a 50-page issue, including two pages of pictures, one of CBS Vice-President Harry C. Butcher, now on Gen. Eisenhower's staff.

WINNERS of the *Breakfast Club* membership contest sponsored by Swift & Co., Chicago, co-sponsor of the program, and the Blue network, were announced last week by E. J. Huber, sales promotion manager of the Blue's central division. During the contest, which received promotion from network, sponsor and Blue affiliated stations, the club acquired some 900,000 members.

CONTINUITY and sales offices of KDYL Salt Lake City are being remodeled in preparation for autumn activities.

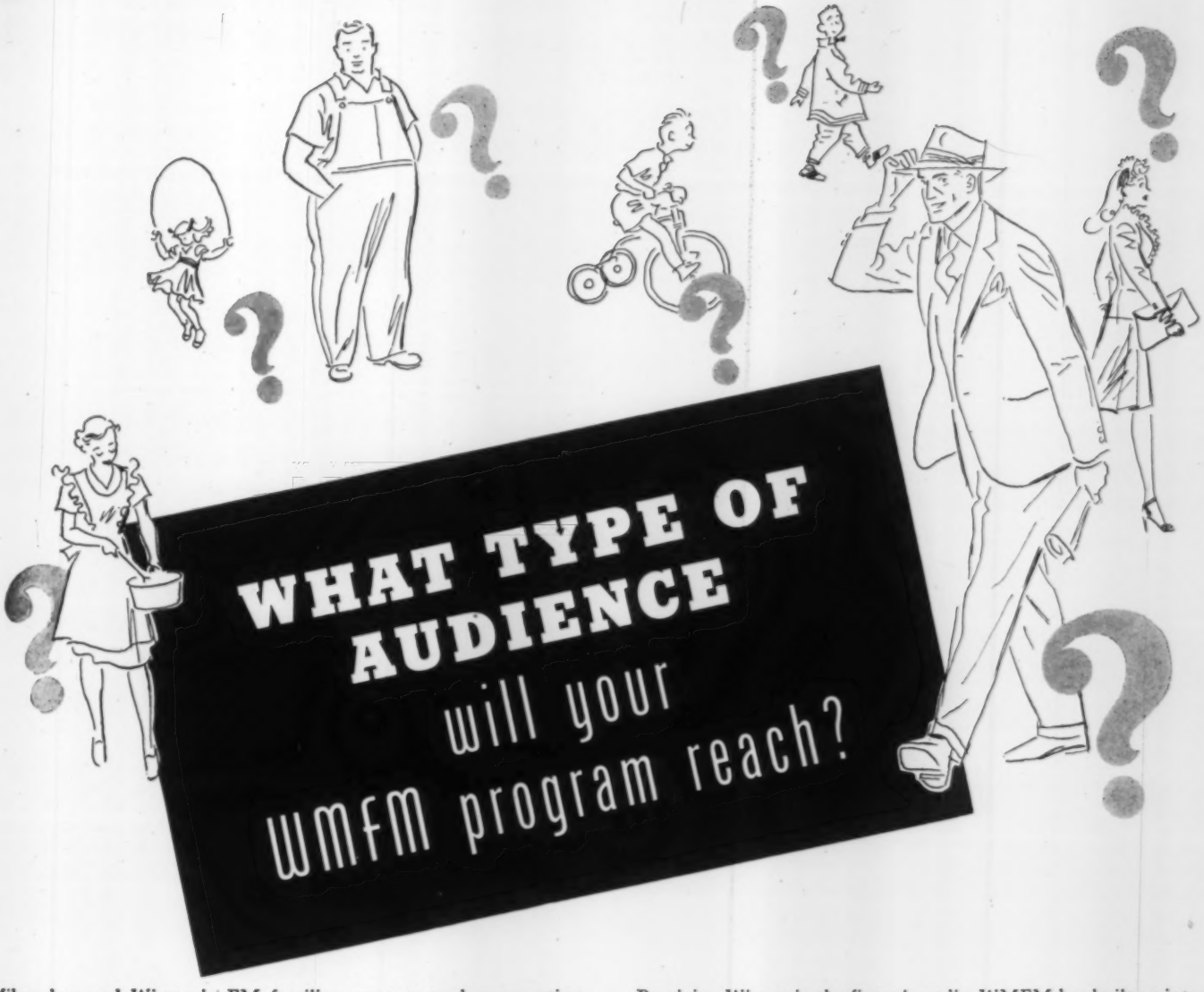
WEAF New York has started an early-morning thrice-weekly quarter-hour program featuring "Esmereldy", hillbilly comedienne, who combines recorded music with weather reports, time signals, and personal commentary.

ASSOCIATED Music Publishers Inc., New York, has signed new agreements with KFBK WIBX WCAX and has received contract extensions from KYSM KRKO.

WBOW Terre Haute, Ind., has contracted for the special AP radio wire through Press Assn.

WPTF Raleigh, N. C., has presented the speech imput equipment used by the station from 1934 to 1942 to the U. of North Carolina. Facilities are to be used for the IBS Campus Network broadcasts and for feeding programs to WPTF and other stations of the area.

WSFA Montgomery, Ala. news letter for local persons serving in the armed forces, "Letter From Home", now has a circulation of approximately 4,000.



WHAT TYPE OF AUDIENCE will your wmfm program reach?

Milwaukee and Wisconsin FM families are a normal cross-section. They represent every age and income group. And so your WMFM program will reach an audience that's typical in every respect . . . except one.

The one different thing about the WMFM audience is that they are even more discriminating than the average. Their discrimination led them to purchase FM sets, because they knew that WMFM (Wisconsin's only FM station) gave them a combination of crystal-clear, static-free FM reception, plus distinctive, quality programs keyed to their wants and needs.

By giving Wisconsin the finest in radio, WMFM has built an intensely loyal audience . . . an audience that is eager and receptive.

Remember the story of WMFM when you make your fall radio plans. Remember, too, that WMFM has several outstanding programs available for your sponsorship. And remember that a WMFM program will build prestige and stimulate sales for your company and your products.

Act now. Get full information on the job that WMFM can do for Write, wire, or phone.

THE MILWAUKEE JOURNAL FM STATION

Arthur B. Church, founder and president of KMBC, gives rich advice as radio pioneer to recommendations of his promotion-publicity director, E. P. J. Shurick. Promotion planning board also consists of (l. to r.) Mark N. Smith, research direc Sam H. Bennett, v.p. and sales director; Karl Koerper, v.p. and managing direc

From Research Findings of Mr. Smith, KMBC's program promotion is pointed with rifle shot exactness, not shot-gunned haphazardly across station's listening log.

Field Research is fundamental at KMBC with Dr. C. F. Church, Jr., currently vi iting nation's stations for ideas on improving KMBC's programming in educatio

Specialized Experience backs all KMBC promotion, whether for radio, newspaper, direct mail or outdoor. Miss Ament, pin-up girl to the right, is assigned by Mr. Shurick to the preparation of radio plug copy and program highlights, while Miss McKay looks to the preparation of gossip columns and other newspaper publicity for dailies and weeklies.

PROMOTION

At the roots of any successful advertising campaign can be found wide-awake and well-rounded promotional support. It has been said of radio that its high return and low per-inquiry cost result greatly from a rational approach by the broadcasting industry to utilizing every channel of promotional media. KMBC of Kansas City is an excellent example of what aggressive program promotion can mean in prestige throughout the market, not only for the radio station itself, but for those associated with it in commercial sponsorship. Thousands of dollars are spent each year by KMBC for program promotional purposes. This *plus* service, together with the promotion efforts of the advertiser and that of the Columbia Broadcasting System, of which KMBC is a basic affiliate, explain the prominence and following of KMBC programs and personalities throughout the *Heart of America.*

Direct Mail is important cog at KMBC; including two monthly house organs. Mr. Shurick discusses copy with Miss Slater and mailings with Miss Ferril.

V-Day—Radio Way

HERE'S a suggestion for observance of V-Day that is made to order for radio. It comes to us via K. B. Warner, managing secretary of the American Radio Relay League, and radio's No. 1 amateur. He attributes the idea to a local amateur.

The idea:

A recording be made of the Liberty Bell, and pressings be distributed to all broadcast stations, so that all stations simultaneously can perform it on V-Day. Everyone then could hear the old bell ring, harking back to the liberation of these United States.

Mr. Warner recalled that the bell was rung, ever so lightly, for a select audience recently, and that it presumably retains a satisfactory tone. For the purpose of making a recording, he points out, the bell could be rung very lightly, so as not to endanger it, and the volume built up to anything necessary by amplifiers. The peals of the bell could be arranged in series of four clangs, with the last the loudest (cling-cling-cling-CLANG) so as to spell, in code, the letter V.

We heartily endorse the idea. The work should be done promptly under proper auspices. It will be an event that will go into the history books.

Job Opportunity

THOUSANDS of war veterans are being discharged for various reasons. Many of them were never employed in civil life, having entered the service from school. In these days of highly specialized war, a host of these released veterans have acquired technical training in military life which qualify them for varied pursuits—including radio.

The War Manpower Commission is compiling an occupational guide for placement of military personnel in civilian positions. Among typical posts in radio which can be filled: Communications dispatchers in Army service who can be trained for radio-news copy jobs; electricians, power-turret and gunsight specialists who should make good radio repair men; tank crewmen who might become radio operators or dispatchers, and radio and radar mechanics who could be trained as technicians or installation men. We can think of others; public relations men who would make announcers, promotion men or radio reporters; Signal Corps linemen, technicians and operators who should be ready material for technical jobs.

During the last few years radio has been called upon to train double-quick many men—and women—from scratch, to alleviate the manpower shortage, and almost miraculous jobs have been done. This same system of training can be adapted for discharged veterans.

Those who have served their country should be given every opportunity to qualify in radio—second only to those men who left radio to enter the service of their nation. There will be room for all of those valiant sons of radio—and more.

What Hath War Wrought?

THIS WAR of Liberation has wrought many things. The full impact won't be felt until the peace, when maps are redrawn and totalitarianism is rooted out.

Certain war effects already are evident. A resurgence of news-gathering media is apparent. For radio, which went to war for the first time, the conflict has brought into focus its tremendous force as a news medium.

The July 3 cover of BROADCASTING, depicting the American microphone on the invasion front, has brought many expressions from broadcasters. To them it symbolized the part radio is playing as an offensive arm in combat.

"Radio stations individually are discovering their own importance, their own possibilities, as originators of news," writes Vadeboncoeur, vice-president of WSYR Syracuse and a veteran war correspondent (see page 12). He has just returned from the Pacific war theatre. A dozen other accredited correspondents from stations either are in the war theatres or enroute.

Radio's coverage of the political conventions has buttressed the original job of reporting the war. Networks for years have had correspondents as their news gatherers. But the awakening—what Vadeboncoeur calls "the miracle that really sticks"—is that individual stations have assigned reporters to various war theatres, as well as to the political conventions, as "by-lined" reporters.

Practically since Morse invented the telegraph 100 years ago newspapers have relied upon press association wires for national news. For the feature, human interest or local pieces, staff reporters or special correspondents have performed.

Radio, too, since it ventured forth as a news medium a dozen years ago, has depended on news wire services for general coverage. A handful of stations initially hired local newsmen. Since then, the specialized coverage has improved, following newspaper tradition.

Radio now has awakened to its obligation as a news medium—different from the newspaper only in the method and speed of publication. It must develop local stories, cover important events, be mindful of the human interest angles. It must realize, however, that there's a vast difference between the cold type of the printed word, and the warmth of the informal spoken word. It must remember that some things can be reported in type but not on the air, to which the family circle listens.

In this radio era news is being handled factually and impartially. Trained newsmen are on the job, with rare exceptions.

Editorial and advertising departments must be distinct operations in radio as in the newspaper. There must be separation of the newsroom from the commercial department.

In cadence is the decision of Leo J. Fitzpatrick, WJR head, banning middle commercials from sponsored newscasts effective Sept. 1. The war has brought new importance to newscasts, he states. Reporting of news direct from the battlefronts has made history and added to radio prestige. The newscast has become the "radio show-window".

Certainly the middle commercial does more damage than good to advertisers as well as stations. The WJR lead should be followed. Now is the time to cement the news gains made by radio. They should not be sacrificed after the peace.

Our Respects To —

FRANK PHILIP SCHREIBER

TWENTY-SIX years with the same organization has earned Frank Philip Schreiber the right to share in the honors of WGN's 20th anniversary. WGN is celebrating two decades on the air, and the man responsible in many ways for bringing the station to prominence as a 50,000 w Mutual key is its manager, Frank Schreiber.

As a special feature of the ceremonies WGN, *Chicago Tribune* station, has announced plans for the postwar erection of a 10-story building on Michigan Ave. between Tribune Tower and the Chicago River, with Mr. Schreiber a member of the planning board and one of a jury of three men who will select the prize winning design for the main studio.

Frank Schreiber joined the *Tribune* in 1918 as a sports writer. By 1928 he was made assistant general purchasing agent, and three years later joined WGN as director of public relations. Since September 1940 he has been station manager.

He has more than a professional interest in WGN's network, Mutual. In fact Mr. Schreiber feels more like a parent of Mutual, since he was present at the birth of the network in 1936 when WGN formed the Quality Network, which, a short time later, became Mutual. Today the network has more than 220 affiliates. Mutual has Mr. Schreiber to thank for the arrangement several years ago with baseball authorities granting WGN and Mutual the exclusive annual rights to broadcast the World Series. He also is a member of the network's program board.

Frank is a dyed-in-the-wool Chicagoan, having been born there Dec. 31, 1901. His father was a banker who started with the Union Trust Co. Bank of Chicago as an office boy and ended up as vice-president. The Union Trust has since been consolidated with the First National Bank of Chicago.

While still attending Oak Park, Ill. High School in 1918, Frank Schreiber started his newspaper career as a writer on prep sports for the *Chicago Tribune*, continuing that job when he enrolled at Northwestern U. in 1919. He knew his sports first-hand, having participated in football, track, hockey and baseball in high school.

From 1919, when he joined the *Tribune* as a full-time employe, until 1928 Frank covered sports and general news. He reported his first World Series in 1919 and traveled with the ball clubs during the 1921-22-23 seasons. From 1924 to 1928, when he became assistant gen-

(*Continued on page 44*)

Eleven of the Nation's Foremost Radio and Educational Authorities Contributed to this Page. "They Were There!"

The able "Faculty" and guest speakers for the KOIN "Radio Institute for Teachers" at Benson Polytechnic School, Portland, Oregon, June 12th to 30th, 1944, believe a new era in education by radio is launched. What they say, herewith, about the Institute is far more eloquent than any words of KOIN's Educational Director, LUKE ROBERTS, or Public Relations Director, CHET DUNCAN, who were responsible for the idea and its execution, or KOIN President C. W. (Chuck) MYERS, who proudly paid the bills.

NORMAN CORWIN
America's Foremost Radio Dramatist

WILLARD B. SPALDING
Superintendent of Schools
Portland, Oregon

"The plans for the KOIN Radio Institute for teachers aims to develop a broader understanding of the many ways in which radio can be used to motivate and enlarge the learning experiences of the children. We await the opening of school confident that that which goes on in the classrooms will show that these ends have been reached. Intense cooperative effort by the teachers from six to eight hours each day for three weeks produced unanticipated results. The business of living and working together created high morale, fine spirits, and eagerness to carry on the new work."
—Willard B. Spalding

LYMAN BRYSON
Director of Education
Columbia Broadcasting System

HARRIET HESTER
Nationally known Free Lance Writer
Chicago, Illinois

"This Conference is one of the most hopeful things I have yet seen in either radio or education—a brilliant example of cultural enterprise which might well serve as a model to communities throughout the country. There would be far less chance of stagnation in either radio or educational thinking if KOIN Conference were to become a prototype for similar sectional and regional meetings."
—Norman Corwin

"Teachers Institute inspired and organized by staff of KOIN indicates next step in development of radio as cultural and social force showing how teachers can be helped to train discriminating listeners and build the audience of the future."
—Lyman Bryson

"The KOIN Radio Institute for Teachers is one of the most significant events in radio history." *—Harriet Hester*

"The real value of the KOIN Institute will be realized in the classroom."
—Kathleen N. Lardie

"The Radio Teachers Institute is a highly significant pioneering venture on the part of KOIN. The hearty support of the Portland Public Schools and the enthusiastic attendance of the 300 teachers is abundant evidence of the success of this enterprise. I hope other stations may undertake similar ventures."
I. Keith Tyler

"...Station KOIN, in presenting the First KOIN Institute in Radio for the teachers of the Portland Public Schools has broadened the stature of the entire radio industry..." *—George Jennings*

"Large attendance at KOIN institute and great interest of teachers indicates a happy union of radio and educators out of which will come mutual understanding and complimentary efforts giving great benefits to America's school-going children and adults. KOIN has brilliantly lead the way and other stations are sure to follow bringing kudos and progress to our entire industry."*—John Daley*

"Found KOIN Institute a most stimulating experience for both radio personnel and teachers. It is a valuable instrument in bringing education and radio into a closer relationship for the future." *—Francis Wilder*

"KOIN's Teacher's Institute is one of the few opportunities offered to us who work on the near side of the mike to meet the people who not only listen to radio but who use it, the real radio consumers, the men and women who use radio as an instrument of teaching." *—John F. Becker*

"The Radio Teachers Institute as organized and presented by the management and staff of KOIN in my opinion is a pioneer step in creating better understanding of American broadcasting among the most influential advisory groups."
—John J. Karol

KATHLEEN N. LARDIE
Supervisor of Radio
Detroit Public Schools

I. KEITH TYLER
Director, Institute for
Education by Radio
Ohio State University

GEORGE JENNINGS
Director Radio Council
Chicago, Illinois

JOHN CHARLES DALEY
Noted War Correspondent

FRANCIS FARMER WILDER
Consultant on Daytime Programs
Columbia Broadcasting System

JOHN F BECKER
Director of "Transatlantic Call"
Columbia Broadcasting System

JOHN J. KAROL
Sales and Market Research Counsel
Columbia Broadcasting System

This page is published in the hope that such activities may be encouraged in other cities.

FREE & PETERS
National Representatives

KOIN CBS
PORTLAND
OREGON

Our Thanks to

S. M. KIELY and

Ruthrauff & Ryan, Inc.

for placing

Wm L. WRIGLEY on WHBQ

you added another

WINNER

to your list

DIXIE'S 24 hour station

Exclusive Memphis Station to Present ASSOCIATED PRESS NEWS

News Every Hour on the Hour

WHBQ

your MUTUAL friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Personal NOTES

PALMER HOYT, publisher of the *Portland Oregonian*, owner of KGW Portland, was a speaker on the July 13 broadcast of *America's Town Meeting of the Air*, taking the affirmative on the question "Should the United States Take Over the Japanese Mandated Islands After the War?". Program, now on tour, originated in Seattle.

DOROTHY B. ROBINSON has resigned as station supervisor and sales manager of WAAB Worcester, Mass., post she has held for the past two years. She formerly had been local sales manager of WTAG Worcester for 13 years. Mrs. Robinson plans to take an extended vacation at her summer home in Gloucester, Mass.

MORGAN MURPHY, Wisconsin newspaper publisher and president of the Head-of-the-Lakes Broadcasting Co., is convalescing at Rochester, Minn., following treatment for a gastric ailment.

JOHN SHEPARD 3d., head of the Yankee Network, president of the American Network, and a Kentucky Colonel for several years, has been appointed to the General Staff of the Honorary Order of Kentucky Colonels by Gov. Simeon Willis of the Blue Grass State. On July 4, "Colonel" Shepard presented the Yankee Network trophy to the winner of the Yankee Handicap at Suffolk Downs.

ARTHUR DESROSIERS is a new member of the sales staff of KROW Oakland, Cal.

DOWN TO THE SEA . . . go the radiant wires of WNBH New Bedford, Mass., first station in the country to employ salt water conduction. Hugh R. Norman, manager, examines one of the wires on Crow Island in New Bedford Harbor. All wires of WNBH, said to be the eleventh oldest station in the country, terminate in salt water.

JOHN H. HOAGLAND, former public relations and promotion manager of the *Courier-Journal, The Louisville Times* and WHAS, has been elected manager of the Christian Science Publishing Society, succeeding A. Warren Norton, who recently was elected president of Press Wireless, Inc. Mr. Hoagland had resigned his Louisville post to become Manager of Committees on Publication of the Society but was elevated to the top Society post with Mr. Norton's resignation.

L. W. STURDEVANT, West Coast manager for Zenith Radio Corp., Chicago, has joined Majestic Radio & Television Corp., Chicago, as western division manager.

Katz Back at Post

EUGENE KATZ, for more than two years with OWI in Washington and London, and before that with the Office of Facts & Figures, has returned to his post as secretary of the Katz Agency Inc., newspaper and station representatives, headquartering in New York. He was Chief of the Bureau of Overseas Intelligence in Washington and afterwards Chief of Operations Intelligence in London.

STEPHEN GAYLORD has been named advertising director of KROW Oakland, Cal.

CURTIS A. HAINES, formerly manager of the Mill Hall and Altoona plants of Sylvania Electric Products Inc., has been promoted to general manufacturing manager of these plants, and of new plants at Huntington, W. Va., and Lexington, Ky., according to H. Ward Zimmer, general manager of operations of the radio division. W. Herbert Lamb has been promoted to manager at Huntington, and John M. Palmer to the post of manager at Mill Hall and Altoona.

BEN LUDY, general manager of WIBW Topeka and KCKN Kansas City, Kan., who married Elizabeth Harris of Chicago June 17, has been in the East on a honeymoon. Mrs. Ludy formerly was in social work in Chicago.

GENE ROUSE, head of news and special features of the Blue's central division since January 1943, has been named program director of that division succeeding James L. Stirton, resigned to join the Marine Corps as a second lieutenant. Now in his 23d year in radio, Mr. Rouse joined NBC's central division as a staff announcer, later becoming night announcer and supervisor of the Blue's central division.

WILLIAM F. BROOKS, director of news and special events of NBC, and the Marquise Louise de Palavicini, of New York, were married July 10 in Washington by Chief Justice Edward C. Eicher of the District Court. Following the marriage, second for both, a reception was given by Frank M. Russell, NBC Washington vice-president, at the Statler.

JAMES O. PARSONS Jr., until recently assistant manager of station reports of C. E. Hooper Inc., New York, has joined the New York office of Edward Petry & Co., station representatives, as a member of the statistical and promotion department.

WENT Gloversville, N. Y., has acquired the special AP radio wire.

DIRECT-CUT COPIES

OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD

RECORDING COMPANY

221 N. LA SALLE ST. CHICAGO 1

REACH THE *Active* SALT LAKE MARKET THROUGH

KDYL

UTAH'S NBC STATION

S. S. FOX, President and General Manager

JOHN BLAIR & CO. National Representative

Why AMPEREX

WATER AND AIR COOLED

TRANSMITTING and RECTIFYING TUBES

Singular care and precision are demanded in Amperex small glass lathe operations. Ever cautious, our engineers designed ingenious holders and fires which were developed in the Amperex Tool Shop. In the hands of finely trained technicians, these holders and fires are utilized to assure the high degree of satisfaction well known to Amperex tube users. In broadcasting and transmission applications, in industrial, electro-medical and military assignments such "Amperextras" substantially influence efficiency and economy of operation.

It doesn't hurt . . . it doesn't affect your health. Ask the man who's donated blood to the Red Cross.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET BROOKLYN 1, N. Y.

EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N. Y., CABLES: "ARLAB"

WILMINGTON
DELAWARE
1150 KC

WDEL

5000
WATTS
DAY & NIGHT

NBC
Basic Network
Station

Sales Representative
PAUL H. RAYMER

BEHIND the MIKE

CLETE ROBERTS, Blue network war correspondent attached to Gen. MacArthur's headquarters in the Southwest Pacific, is back in this country for a rest before resuming his duties as correspondent later this summer. He left Beverly Hills last week for Chicago, where he will cover the National Democratic Convention for the Blue.

JOHN KIERAN Jr., released from the Army, has joined the NBC information department as junior correspondent. He is son of John Kieran of *Information Please* on NBC.

NEAL HATHAWAY, Washington promotion and publicity man formerly with Automotive Safety Foundation and WRC Washington, has joined CBS as assistant in program promotion.

GILBERT PAQUIN, new to radio, has joined CKRN Rouyn, Que.

W. H. BRODIE, coach to announcers of Canadian Broadcasting Corp., Toronto, is touring western Canada stations.

LEO H. STEEDLE, sales promotion director of WCAU Philadelphia, has resigned effective the end of the month.

LT. THOMAS L. MOORE, former announcer of WIBG Philadelphia, has been awarded the Distinguished Flying Cross in England. He has already received the Air Medal and three Oak Leaf Clusters.

JOHN BLAKE, former program director of WSAU Wausau, Wis., has joined the announcing staff of WTMJ-WMFM Milwaukee.

ROMONA WYMAN, formerly of KSTP St. Paul, has been named assistant to Esther Kravitz of the WINX Washington traffic and special services department, who has taken on additional duties handling publicity.

TED LE VEQUE of the program department of CBR Vancouver has married Elizabeth Magee of Vancouver.

J. RICHARD JESSEN, formerly of WWSW and KQV Pittsburgh, has joined the announcing staff of WPEN Philadelphia.

LOIS MUHL has replaced Louis Lang on the continuity staff of WIS Columbia, S. C. Mr. Lang is studying with the radio workshop of New York U.

MARGE KERR, head of production of Tom Fizdale Inc. for the past seven years, resigns July 21 to devote full time to free lance script and magazine writing.

NEAL EDMONDSON, formerly of KRE Berkeley, Cal. and KYA San Francisco, has joined KROW Oakland as announcer.

JOE DILLON, announcer of WHAT Philadelphia, is recovering from a stroke at the University Hospital.

JUDITH MAGUIRE, Los Angeles, has replaced Dick Ray as chief of continuity of KDB Santa Barbara, Cal.

CLIFFORD PETERSON, former member of the Escorts' and Betty singing group, has joined the production department of the Blue Network central division.

JOHN CALLAGHAN, WGN Chicago staff announcer, was inducted into the Navy July 10th.

Religion Coordinator

WHAS Louisville, recognizing the need for improvement in radio devotional programs, has appointed a religion coordinator in the person of C. E. Burns, for the past four years president of Milligan College, Tennessee, according to W. Lee Coulson, WHAS manager. Starting Aug. 1 Mr. Burns will conduct a daily 15-minute program Monday through Friday, devoted to current social problems and to religion on a broad scale. Program will be non-denominational.

Stoess Heads Music

WILLIAM C. STOESS, who resigned from WLW-WSAI Cincinnati early this month after 23 years with the Crosley organization [BROADCASTING, July 10], will be in charge of all music on shows produced by Transamerican Broadcasting & Television Corp., New York, John Clark, Transamerican president, announced last week. Mr. Stoess will take over his new duties late this month after a vacation.

JIM STONE, new to radio, has joined the announcing staff of WGES Chicago.

KING PARKS, sales promotion manager of WBBM Chicago, joins the Marines July 22 as a second lieutenant. He will be replaced by Jonathan Snow, formerly in the sales promotion department of the *Deseret News*, Salt Lake City, Utah.

JEANETTE BELL, formerly with the radio department of the U. of New Hampshire, has joined the continuity staff of WHEB Portsmouth, N. H. Duanne Young, also formerly of the New Hampshire U. radio department, has joined WHEB as farm events director.

DR. HERBERT GRAF, author and stage director of the Metropolitan Opera Assn., New York, since 1936, has joined NBC's television staff as director of operatic programs.

ADOLPH J. SCHNEIDER, manager of operations of NBC's newsroom, is the father of a boy.

HUGH SANDERS, formerly in St. Louis radio, has joined the production staff of WNEW New York.

BILL KELTY, NBC correspondent in Australia, and Madeleine Hancock, were married in June.

WILLIAM DOWDELL, former news editor of WLW-WSAI Cincinnati, has taken an editorial post with the New York office of Earle Ferris, publicity firm.

(*Continued on page 44*)

REPUBLICAN and DEMOCRATIC
NATIONAL CONVENTIONS

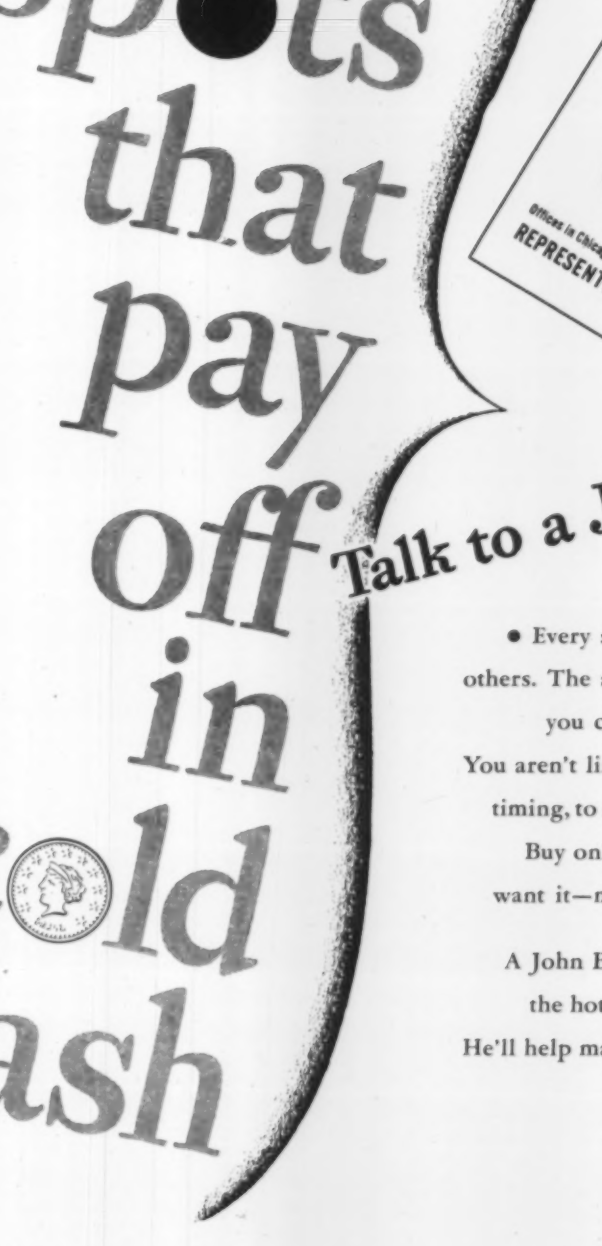
The U. S. Recording Co. is on the spot at both conventions to serve you with • DELAYED BROADCASTS • DIRECT FEEDS • ALL REFERENCE RECORDINGS.

U. S. Recording Co.

1121 Vermont Avenue Washington, D. C.
Convention Address — Stevens Hotel, Chicago

KOY
PHOENIX
550
KC
CBS
JOHN BLAIR & COMPANY
KEY STATION:
The Arizona Network
AFFILIATE STATION
WLS
CHICAGO

For "hot" spots that pay off in cold cash



JOHN BLAIR & COMPANY

Offices in Chicago · New York · St. Louis · Los Angeles · San Francisco

REPRESENTING LEADING RADIO STATIONS

Talk to a John Blair man

• Every station has spots that are "hotter" than others. The advantage of Spot Broadcasting is that you can buy just these spots and no others. You aren't limited to networks, to across-the-board timing, to markets you don't want but have to have. Buy only what you want, where and when you want it—make every minute do an hour's work.

A John Blair Man knows the hottest spots. On the hottest stations. And he knows marketing. He'll help make your money talk profit language.

WOW

Omaha, Nebraska

5,000 WATTS 590 KILOCYCLES

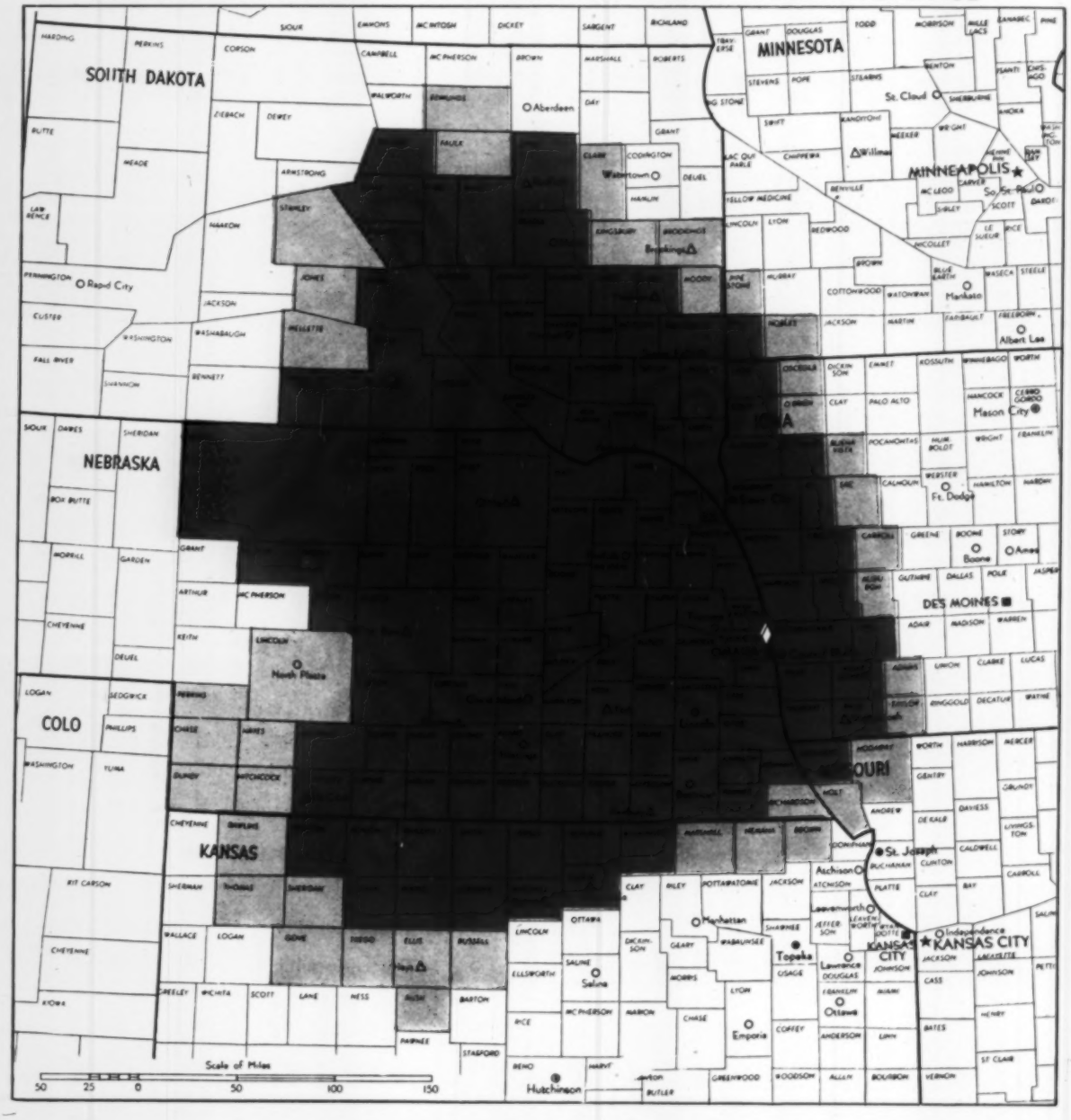
DAY

PRIMARY CIRCULATION 364,182 RADIO FAMILIES

SECONDARY CIRCULATION 39,014 RADIO FAMILIES

TOTAL CIRCULATION
403,196 RADIO FAMILIES

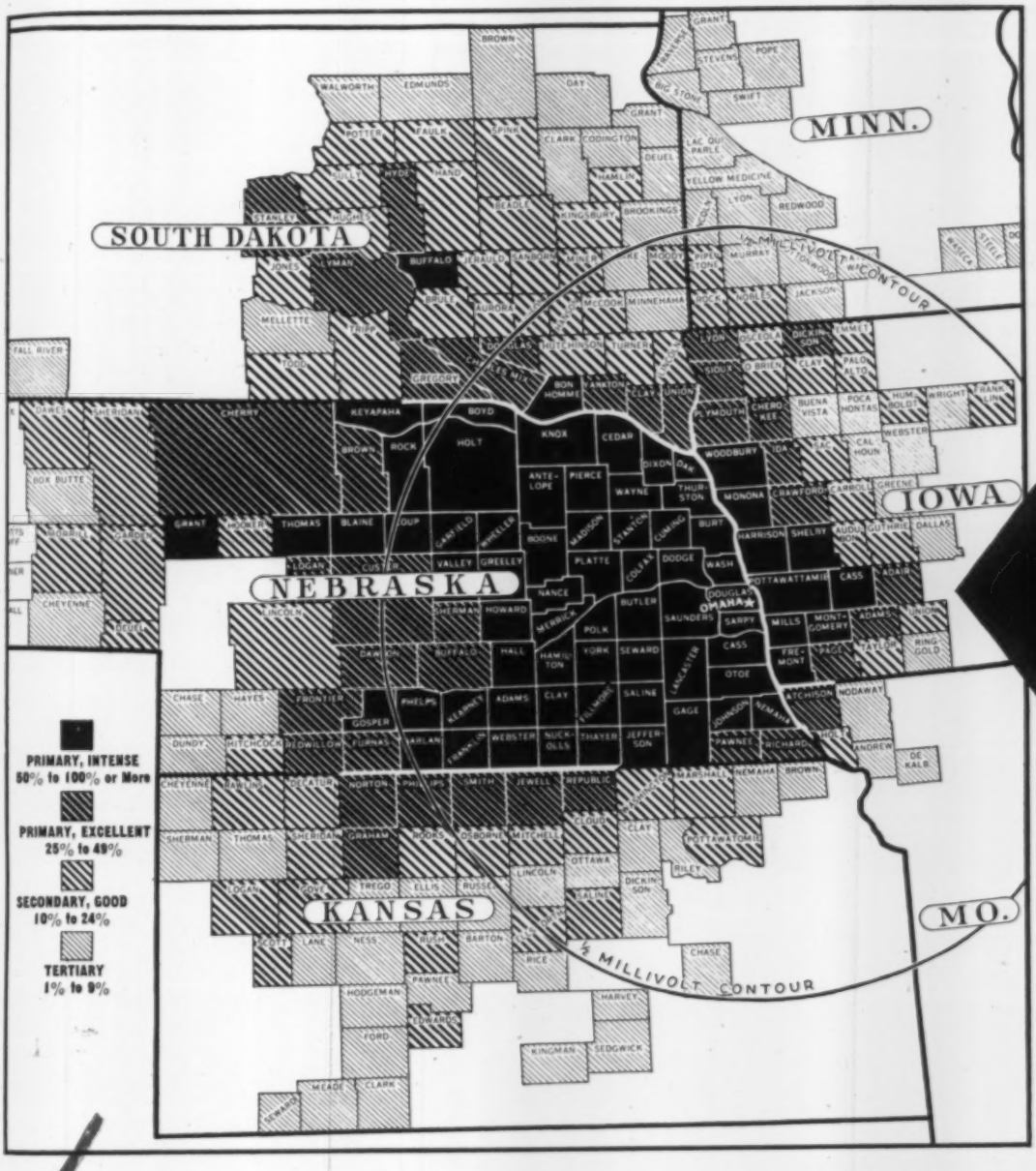
NBC 1942 NATIONWIDE SURVEY OF LISTENING HABITS - REGULAR COVERAGE



★ Over 250,000 ■ 100,000 - 250,000 ● 50,000 - 100,000 ◉ 25,000 - 50,000 ○ 10,000 - 25,000 △ Under 10,000

Copyright, 1943, National Broadcasting Company, Inc.

SEE OPPOSITE PAGE FOR WOW'S OWN *MAIL-MAP*



WOW
DAY-TIME COVERAGE
BASED ON MAIL

Check and Double Check!

TIME-BUYERS who are skeptical about station coverage maps will find it interesting to compare the NBC Daytime* coverage map for WOW (opposite) with WOW's own Daytime Coverage map. Here is a case where coverage was computed on two entirely different bases. The remarkable similarity of the results seems to establish WOW coverage claims on a sound and conservative footing. Write for copies of maps, and complete circulation and market data.

** WOW Nighttime maps will appear in Broadcasting, July 31 issue.*

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

First

LISTENERS

All surveys agree WRC leads morning, afternoon and night!

First

PROGRAMS

39 out of 50 network Firsts and most highly rated local programs!

First

SALES

Lower rates than the second station . . . lowest cost per listener of all stations!

But This is the Usual Story for WRC

We've Been FIRST Continuously Since 1923

WRC

NBC Washington

(*Continued from page 40*)

HAL NELSON, former Seattle newspaperman, is now news editor and continuity chief of KELA Centralia-Chehalis, Wash. Ellen Swayne, new to radio, has joined the continuity department.

HENRY HICKMAN, assisant program director of WFBR Baltimore, is the father of a boy. Mrs. Hickman is a former WFBR receptionist.

SECOND LT. JUD COLLINS, Army Air Force, former director of special events and sportscaster of WSM Nashville, Tenn., has been assigned to Hondo, Tex.

HANK CURTH has been promoted to program director of WDNC Durham, N. C. Larry Johnson, formerly with WDNC, has returned to the station as news editor.

RICHARD STARK, freelance, has given up his announcing assignments, which included *Abie's Irish Rose* on NBC and *Irene Beasley's* program on CBS, to accept a commission in the U. S. Marine Corps. While awaiting word from the Marine Corps, expected the end of this week, he continues as head of Richard Stark & Co., New York radio production firm, which will continue operations in his absence.

CHARLES L. HALTEMAN, former program manager of WTOL Toledo, O., has joined the production staff of the Blue Network central division.

PAUL SNIDER, formerly with WGN Chicago, has joined the announcing staff of WCFL Chicago.

BOB GUILBERT, continuity acceptance editor of the NBC central division, is in the Edgewater Beach Hospital with an arm infection.

"But we have six better ways to get Atlanta folks to tune to WAGA!"*

* CAR CARDS, NEWSPAPER ADVERTISING AND PUBLICITY BILLBOARDS, The WA-GAzette and COURTESY ANNOUNCEMENTS

NBC Names McDonagh

RICHARD P. McDONAGH, until recently acting manager of the NBC script division, on July 10 was appointed head of the division. He succeeds Lewis Titterton who recently resigned to join Compton Adv. Agency, New York. Mr. McDonagh joined NBC in 1937 as a staff writer and was made assistant manager of the division in February of this year.

Carl Reed

CARL REED, former newscaster of WHEB Portsmouth, N. H., died July 4 at Burbank, Cal., from a malignant throat ailment. Mr. Reed, a veteran of World War I, spent more than 20 years in the theatre before joining WHEB in 1943. He resigned his station duties early in June of this year to go West.

KAY RICHINS has been appointed director of special events at KDYL Salt Lake City. Charles Barrington becomes director of public service programs.

RAY L. MOSS, formerly with WMC Memphis, Tenn., has joined Midland Radio & Television Schools, Kansas City, as director of publicity.

CRAN CHAMBERLAIN, writer of CBS Hollywood, is the father of a boy.

BILL RAY, program manager of KFWB Hollywood, is in New York.

KEN BAXTER, narrator on NBC *Across the Threshold*, and Mara Myers, commercial artist, were married in Hollywood in June.

JOHN REDDY has resigned from the CBS Hollywood news bureau to free lance as writer. Albert Gail and George Edwards have been added to the news writing staff.

BETH BARNES and Jack Neuman have been added to CBS Hollywood continuity staff.

HARRY MITCHELL, m. c. at the Palladium, Hollywood ballroom, and one time newscaster of KFAC Los Angeles, has re-joined that station as program director.

WILLIAM N. ROBSON, CBS New York producer, has shifted to Hollywood for eight weeks and has been assigned by Foote, Cone & Belding as producer on the weekly mystery *The Man Called X* on that network. Lockheed Aircraft Corp. is sponsor.

SAM SEROTA, assistant program director of WIP Philadelphia, is the father of a boy.

Our Respects to

(*Continued from page 36*)

eral purchasing agent of the Tribune organization, Schreiber was assistant sports editor.

In his sports reporting days, he vacationed in winter on the skate circuit in Canada. For one year he was secretary of the International Skating Union, the governing body of speed skating in Canada and the United States. His interest in skating still is great, and he would rather watch an ice hockey game than eat.

For his own exercise, Frank used to play golf. But he gave up the game at the time of the Pearl Harbor attack and avows he won't swing a golf club again until peace is restored.

Frank married Ann Walker, then working for the Hearst newspapers in Chicago, in 1925. They live in suburban Riverside, Ill.

If he has had any hobby in all these years of reporting and station management, he says, it has been making firm friendships with the great cross-section of people with which his work has brought him in contact. He calls governors, mayors and congressmen by their first names with the same ease that he can tell the family histories of almost any Chicago headwaiter, sports figure, dance band leader, banker or newspaperman.

FRED JORGENSEN, formerly of KLX Oakland, has joined KPO San Francisco as announcer.

FRED HEIDER, former radio script writer for the American Red Cross in Washington, has joined the script staff of the Blue Network.

LOUISE KADISON, former publicity director of WBYN Brooklyn, N. Y., has returned to the station.

JOHN DRAKE, sales promotion manager of KSO-KRNT Des Moines, has resigned effective July 15 to join the promotion staff of WLS Chicago.

JAMES L. REPPERT, formerly of WMBO Auburn, N. Y., and Grant Turner, formerly of WBIR Knoxville, are new members of the announcing staff of WSM Nashville, Tenn.

LEE BROOKS, transcription librarian of KIRO Seattle, has married Ruth Petersen.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking	Persons
1,522,946	Italian Speaking	Persons
1,236,758	German Speaking	Persons
661,170	Polish Speaking	Persons
200,000	Spanish Speaking	Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

The Pacific Coast, too,

IS SAWED IN TWO!

ARE YOU sawing the Pacific Coast in half? You are if you aren't using Don Lee on the Pacific Coast. For half of the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located... and *only Don Lee* completely covers the OUTSIDE HALF.

Why, you ask? Easy! Most markets in the outside half are surrounded by mountains, and long range broadcasting won't work. (Watts do just fine until they hit mountains.) However, with 36 stations, Don Lee broadcasts *locally from within* these mountain-surrounded areas. A recent Hooper coincidental telephone survey, largest ever made on the Pacific Coast, revealed 60 to 100% of the listeners in many of these "outside" markets are tuned to Don Lee stations.

As for the INSIDE HALF—Hooper ratings prove that a good show on Don Lee will reach more people than the same show on other networks. Two notable examples: Point Sublime and the Jack Benny show.

Don't saw the Pacific Coast in half! Buy Don Lee, the only network that covers it completely!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Buffalo's Greatest Regional Coverage

WGR

STATION

BUFFALO BROADCASTING CORPORATION

Agencies

CAPT. TED STEELE, former Benton & Bowles, New York account executive, has been transferred from the AAF Radio Production Unit, Santa Ana, Cal., to the Air Forces Group, where he is a radio officer attached to Headquarters, War Dept.

GEORGE H. ALLEN, former account executive of McCann-Erickson, New York, has joined the service staff of Arthur Kudner Inc., New York.

CLARENCE JORDAN, vice president in charge of new business for N. W. Ayer & Son Inc., Philadelphia, is in Hollywood for conferences with Robert C. Coleson, Southern California manager.

Mindlim Acquired

ABBOTT KIMBALL Co., New York, has acquired ownership of the David B. Mindlim Adv. Agency of Kansas City and all its accounts. Firm name is Abbott Kimball Co. Mr. Mindlim will operate the Kansas City office. He is due in New York next week to confer with Abbott Kimball executives to determine what accounts will be transferred to the Kansas City office. Another branch of the agency is in Chicago.

BERNARD HOWARD, former continuity chief at W. E. Long Co., Chicago, has joined the Arthur Meyerhoff Agency, Chicago, as assistant to Nelson Shawn, radio director. Mr. Howard is also the new publicity director of the midwestern region of the Radio Writers Guild.

LYN HOLMBERG, formerly in the advertising department of Western Business Papers, has joined Harry J. Wendland Adv., Los Angeles, as production manager.

BESS HARRISON, timebuyer and business manager of Foote, Cone & Belding, Hollywood, in New York for conferences with agency executives, will hold similar Chicago sessions before returning to the West Coast.

EDWARD E. KEELER, account executive of Don Lee Broadcasting System, Hollywood, has resigned to rejoin Western Adv., Los Angeles, as a partner and general manager. Wallace Ramsay, former radio director and timebuyer of Dan B. Miner Co., Los Angeles, has joined Western Adv. in a similar capacity. Jack Reynolds has been added to the staff as copy writer.

FRANCES BROWN, formerly with the copy staff of Ivan Hill Adv. Co., Chicago, and prior to that with William Esty & Co., New York, has joined the copy staff of Goldmann & Gross, Chicago.

CLIFF KNOBLE, former president of the Buzza Co., Minneapolis (publishers), and prior to that advertising manager of Chrysler Corp. and Chrysler Sales Corp., has joined Ruthrauff & Ryan, Chicago, as account executive.

DICK GIBSON, Hollywood radio talent buyer of Ruthrauff & Ryan, has been shifted to the agency's New York office as head of the new business deparment.

MURIEL FARMER, former fashion reporter and copy writer of Mutual Buying Syndicate, has joined the creative staff of Fuller & Smith & Ross, New York.

JULIA NYE has joined Botsford, Constantine & Gardner, Los Angeles, as copy writer and account contact. She succeeds Marian Bailey, resigned.

SUMER (Buck) SINGER, account executive of Buchanan & Co., New York, is in Hollywood for conferences with film company clients on future advertising campaigns.

ROBERT J. LAY, copy chief of Gotham Adv., New York, for the past two years, has joined the copy staff of Benton & Bowles, New York.

MARJORIE HYNDMAN has resigned from Donahue & Coe, New York, as account executive and copy writer, to join Buchanan & Co., New York, in a similar capacity.

ROBERT E. MASON, formerly of Howard Swink Adv., Marion, O., has joined The Mayers Co., Los Angeles, as copy writer and account contact.

GEORGE D. WEVER, formerly in charge of the creative staff of Fuller & Sfith & Ross, New York, has been appointed promotion director of *Life* magazine.

OPPORTUNITY KNOCKS LOUDER *in Knoxville!*

Sell America's New Industrial Frontier With

WROL

★ WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity according to Sales Management, and has topped all S-M High Spot Cities for five consecutive months.

★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL *Knoxville*

NBC FOR EAST TENNESSEE

JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES

"Maybe I should talk it over with WFDF Flint."

RADIO CITATIONS BY AGENCY GROUP

GARFIELD & GUILD, San Francisco won first, second and third places for the best network program at the convention of the National Advertising Agency Network held aboard the Great Lakes steamer, North America. The three awards were made for the agency's program for Chemicals Inc., Haskins Bros. and Kay Jewelers, respectively.

First and second honors for the best local radio program also went to Garfield & Guild for the Rosefield Packing Co. and Epwell, Sullivan & Furth. Third award went to Julian Gross, Hartford, Conn. for Lane Furniture Co. Henry J. Kaufman, Washington, received honorable mention for Lansburgh's Dept. store account.

Award for outstanding use of spot announcements went to Oakleigh R. French & Associates, St. Louis, for National Candy Co.; second to Flack Advertising Co., Syracuse, N. Y., for A. H. Pond Co.; third to Merrill Kremer Inc., Memphis for Memphis Dairy Council; honorable mention to Henry J. Kaufman, Washington, for U. S. Storage Co.

Leo Burnett Changes

MYRTLE WRIGHT, assistant radio director of Leo Burnett Co., Chicago, has resigned to be married in the near future. Reorganization of the Burnett radio department divides Miss Wright's former duties between two members of the radio staff, Pauline Watros and Marian Nelson.

W. Howard Millar

W. HOWARD MILLAR, 52, a vice-president of D. Doremus & Co., New York, died July 8 of a heart attack. He had been with the agency since 1931. His wife, a daughter and two sisters survive.

Seebach Televised

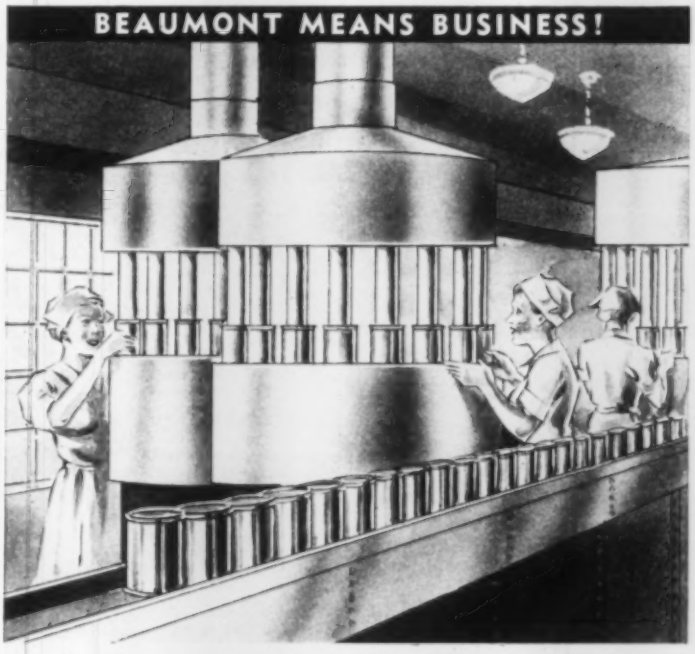
JULIUS F. SEEBACH, vice-president in charge of programs of WOR New York and a member of the MBS program operating board, on July 11 was featured in a 90-minute WOR television anniversary show on WABD, Du Mont Television station in New York. Outstanding "Video Variety" acts put on by WOR during the past year were repeated on the program.

OWI PACKET, WEEK Aug. 7

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 7. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Cadet Nurses	X	--	--	--	--	--	--
War Bonds	X	X	X	X	X	--	--
Crop Corps	X	--	--	--	--	X	--
Save Paper	--	X	X	X	X	--	--
V-Mail	--	--	X	--	X	--	--
Prepare for Winter	--	--	--	--	--	--	X

See OWI Schedule of War Messages 150 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.



Food Canneries

POST-WAR AND POST-NOW

● Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market . . . now made up of more than 250,000 people. Steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

KFDM is the major network station which really gives you coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this great market. It will pay you to "hook-up" with KFDM. Ask for the facts today.

Represented by Howard H. Wilson Company

KFDM

BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

YOUR MARKETS ARE MOVING South!

We sell the new Savannah, Seaboard Market—at the lowest per-person cost of any medium.

NBC

WSAV
SAVANNAH

National Representative
GEORGE P. HOLLINGBERY CO.

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representatives
FREE & PETERS, INC.

KTFI
TWIN FALLS · IDAHO

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

ALASKA
More listeners per $ through KFQD
COVERING METROPOLITAN AREA OF ALASKA
790KC—1000W
First in Alaska
ALASKA BROADCASTING CO.
Anchorage, Alaska
National Representatives:
Pan American Broadcasting Co.
New York 17, New York

Radio Advertisers

GALLOWHUR Chemical Corp., New York, has appointed the Richard C. Mouk Co., New York, to handle advertising for Skat insect repellant, and on July 12 started one-minute spot announcements thrice weekly on WABC New York. Plans are under way to extend the campaign to stations throughout the South.

NORTON R. COTTERILL, sales production and advertising manager of Sheffield Farms Co., New York, has been promoted to retail sales manager. He succeeds A. R. Stevens who has been transferred to the National Dairy Products Co., Chicago, as sales manager for Hydrox Ice Cream Co., a subsidiary.

AMERICAN OIL Co., Baltimore, has started a 15-minute Sunday news commentary by Robert Heckert on KYW Philadelphia. Contract for 52 weeks was placed by the Joseph Katz Agency, Baltimore.

BURNHAM & MORRIL Co., Portland, Me., is resuming promotion of baked beans on Mary Margaret McBride's program of WEAF New York under a 52-week contract starting July 31. No additional radio is planned. Agency is Charles W. Hoyt Co., New York.

OWL DRUG Co., San Francisco (drugs), has begun sponsorship of a five-minute transcribed musical program Monday through Friday on KGO San Francisco. Contract is for 52 weeks. Agency is Ruthrauff & Ryan, San Francisco.

NEPHRON Co., Tacoma, Wash. (Azma Mist vaporizer), has named Condon Co., Tacoma, Wash., as agency. Plans are said to include radio.

MICHIGAN Mutual Liability Co., Detroit, has begun sponsorship of *So the Story Goes*, Sundays, 12-12:15 p. m. (CWT), on WXYZ Detroit. Program is produced by Neblett-Radio Productions on the Michigan State network. Contract for 13 weeks was placed through Neff Radio Agency, Detroit.

MYSTIC FOAM Corp., Cleveland (Mystic Foam cleaner), has placed its account with Carpenter Adv. Co., Cleveland. Plans are said to include radio.

RIVOLI CORSET Co., New York, has named AW Adv., New York, as agency. Radio is said to be included.

TWENTIETH Century-Fox Studios, Los Angeles, appropriating approximately $15,000 for radio advertising, in a five-week campaign to promote local showing of the film "Wilson," on July 20 starts a heavy daily schedule of spot announcements and participations in programs on seven Los Angeles area stations. List includes KFI KECA KNX KHJ KMPC KFAC KFWB. Western Adv., Los Angeles, has the account.

TUCKETT'S Ltd., Hamilton, Ont. (Wings cigarettes), on July 17 starts three transcribed spots daily on a number of western Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

CLARENCE M. SULLIVAN, formerly on the advertising staff of Ditto Inc., and Wilson Jones Co., both of Chicago, has joined A. Stein & Co., Chicago garter manufacturers, as assistant advertising manager.

MONROE DISTRIBUTING Co., Los Angeles (shave lotion, shampoo), has named Frederick L. Richards Adv., Los Angeles, as agency. Radio is said to be included.

CONCLAVE OF AGENCY, sponsors, network officials and talent gathered to inaugurate Earl Godwin's first commercial broadcast for Hastings Mfg. Co. July 7. Seated (l to r): A. E. Johnson, president of Hastings; Mr. Godwin, Blue commentator; H. R. Keeling, president of Keeling & Co., agency handling the account. Standing are: D. H. Collins, vice-president of Keeling & Co.; James L. Stirton, Blue network, now in Marines; E. K. Hartenbower, sales manager of the Blue's Chicago office; Bob McKee, Blue salesman; Ross Dunn, of Hastings.

EPPENS-SMITH Co., New York, for Holland House Coffee, has added thrice-weekly news programs on WQXR New York to its New York spot schedule now comprising women's participation and recorded music programs on WNEW WOR WPAT. No further radio expansion is planned at present. Contracts for 26 weeks placed through Scheck Adv., Newark.

F. LAGOMARSINO & Sons, Sacramento, Cal. (seeds and bulbs), has placed its account with Benning Adv., Sacramento. Plans are said to include radio.

ARCH HEELER & Co., Council Bluffs, Ia., has placed its advertising account with Buchanan-Thomas Adv., Omaha. Plans are said to include radio.

DIXIE FOOD Products Co., Los Angeles (flour), has named Glasser-Gailey & Co., Los Angeles, as agency. Radio is said to be included.

DOVER Retail Merchants Assn., Portsmouth, N. H., has expanded its twice-weekly *A Song About Summer* program on WHEB Portsmouth, to a daily five-minute series.

DORSET FOODS Ltd., Long Island City, N. Y., has named S. Duane Lyon Inc., New York, to handle advertising for its canned and glass packed chicken products and soups. Continuing live spot announcements on WQXR New York, firm will add spots on WMCA New York shortly and plans to expand to other outlets at a later date.

DOMINION OF CANADA, Dept. of Munitions & Supply, Ottawa (gasoline conservation), on July 17 to Aug. 31 sponsors 43 transcribed spot announcements stressing the need for gasoline conservation, on all Canadian stations on a staggered schedule. Account was placed through MacLaren Adv. Co., Toronto.

DR. A. W. CHASE Medicine Co., Oakville, Ont., has started twice-daily spots on CJGX Yorkton, Sask. Account was placed by Ardiel Adv. Agency, Oakville, Ont.

AMERICAN Professional Football League, Los Angeles, newly organized and to promote professional sports on the Pacific Coast, on July 6 started sponsoring nightly 15-minute *Sports Time* on five stations in metropolitan areas. List includes KRSC KXL KYA KFMB KMPC. Contracts are for 13 weeks. Allied Adv., Los Angeles, has the account.

Milani Pending

LOUIS MILANI FOODS, Chicago (salad dressing), has named the Jerome Kalom Co., Chicago, to handle its radio and newspaper advertising. Radio schedule has not been announced. Tentative campaign plans include spot radio to begin in September.

DON'T PLACE AN "X" ON BALLOT (Ky.)!

Far be it from us to try to influence your vote—but we think you ought to know that Ballot (Ky.) is sort of weak on its buying platform. WAVE's candidate is the Louisville Trading Area, which offers 35.5% *more* purchasing power than the rest of Kentucky *combined!*... And WAVE reaches every radio home in the Area—gets listeners because it's the only NBC station within 100 miles! How's for climbing on the bandwagon now?

LOUISVILLE'S WAVE
5000 WATTS ... 970 K.C. ... N.B.C.
FREE & PETERS, INC.
National Representatives

How Happiness came to Muhammed the Miserable

Harken to a tale of Bagdad-on-the-Cuyahoga, which is called Cleveland. There dwelt in that wealthy city one Muhammed, a merchant disconsolate. The people shunned his shop as the bulbul flies from winter. Convinced that his unsought wares would turn to dust, he took desperate measures.

Before dawn he crept to the banks of the Cuyahoga, thinking to drown his sorrows and himself. But, gazing into the swirling depths of the river, he espied a bottle of strange design. He studied its curious seal—a cunningly intertwined monogram of the letters *W* and *H* and *K*. He opened it . . .

. . . and instantly there poured forth a cloud of enchanted power and from it came a voice crying, "Salaam, O Master! Thou hast set me free. I am a powerful *jinni*. What wouldst thou have as reward? Speak—and it shall be yours."

Long the merchant pondered; and made this humble plea: "I wish, O Jinni, only that my store should prosper." Quoth the jinni, "Holy cats! Why don't you ask me a hard one? Here, then, is the secret of success: *Speak of your wares* to the people *over WHK*. Never did Suleiman himself command such potent magic!"

Because it SOLD goods before the war . . . and is SELLING them now . . . and WILL SELL after the war—

WHK

is

"RETAILERS' CHOICE IN CLEVELAND"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WCBI Columbus, Miss.

William Wrigley Jr. Co., Chicago, 15 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Republic Pictures, New York, 16 *ta*, thru Donahue & Co., Chicago.
Groves Labs, St. Louis (Pazo), 3 *ta* weekly, thru Russel M. Seeds Co., Chicago.
Miles Labs, Elkhart, Ind., 4 *t* weekly, 52 weeks, thru Wade Adv. Co., Chicago.
Sherwin-Williams Paint Co., Cleveland, 7 *ne* weekly, 52 weeks, direct.
Dr. Pepper Bottling Co., Long Island City, N. Y., 3 *sa* weekly, 52 weeks, direct.

WABC New York

Herman Basch & Co., New York (Hammer Brand Persian Lamb), 2 *sa* weekly, thru Kelly, Nason, N. Y.
Gallowhur Chemical Corp., New York (Skat, insecticide), 3 *sa* weekly, thru Richard C. Mouk Co., N. Y.
Smith Bros., Poughkeepsie (cough drops, cough medicine), 3 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
Spratt's Patent Ltd., Newark, N. J. (dog food), 3 *sa* weekly, thru Paris & Peart, N. Y.
International Salt Co., Scranton, Pa., 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Twentieth Century Fox Corp., N. Y., 3 *ne* weekly, thru Kayton-Spiero Co., N. Y.

KFI Los Angeles

Kellogg Co., Battle Creek, Mich. (Raisin Bran), sp weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Globe Grain & Milling Co., Los Angeles (A-I flour), 2 *sp* weekly, 13 weeks, thru McCann-Erickson, Los Angeles.
Signal Oil Co., Los Angeles (gasoline, oil), 4 *sa* weekly, 52 weeks, thru Barton A. Stebbins Adv., Los Angeles.
American Express Co., New York (traveller's checks), *t* weekly, 13 weeks, thru Caples Co., N. Y.
American Chicle Co., Long Island City, N. Y. (chewing gum), 7 *ta* weekly, 13 weeks, thru Badger Browning & Hersey, N. Y.

CFRB Toronto

Wynola Corp., Toronto (soft drinks), 5 *sp* weekly, thru Ellis Adv. Co., Toronto.
Willards Chocolates, Toronto, *sp* weekly, thru Cockfield Brown & Co., Toronto.

WMAQ Chicago

Esquire, Chicago (*Coronet*), 5 *sa*, thru Schwimmer & Scott, Chicago.
American Chicle Co., New York (Dentyne gum), 416 *sa*, 13 weeks, thru Badger, Browning & Hersey, N. Y.
Goldenrod Ice Cream Co., Chicago (Goldenrod ice cream), 144 *sa*, 36 weeks, thru Goodkind, Joice & Morgan, Chicago.
Schutter Candy Co., Chicago (Old Nick and Bit-O-Honey candy), 2 *sp* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Campbell Soup Co., Camden, N. J., 15 *sa* weekly, thru Foote, Cone & Belding, N. Y.
Blum's Vogue Store, Chicago (women's department store), 3 *sa*, direct.

KGO San Francisco

Mentholatum Co., Wilmington, (Mentholatum), *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Washington Cooperative Poultry Assn., Seattle (Lynden chicken), *sp* weekly, 52 weeks, thru Pacific National Adv. Agency, Seattle.
Grove Labs., St. Louis (vitamins), *ne* weekly, 52 weeks, thru Donahue & Coe, N. Y.
Hastings Mfg. Co., New York (piston rings), *ne* weekly, 52 weeks, thru Keeling Co., N. Y.

WNEW New York

Eppens-Smith Co., New York (Holland House Coffee), *sp* weekly, 26 weeks, thru Scheck Adv., Newark.
E. Fougera & Co., New York (drug products), 3 *sa* weekly, 27 weeks, thru J. M. Korn & Co., Philadelphia.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing-gum), 6 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
William H. Wise & Co., New York (pictorial history books), 36 *sa* weekly, thru Huber Hogue & Sons, N. Y.

WOL Washington

Macfadden Publications, New York (*True Story*), *sa*, thru Raymond Spector Co., N. Y.
Metro-Goldwyn-Mayer, New York, 3 *sp* weekly, thru Donahue & Coe, N. Y.
Ralston Purina Co., St. Louis (cereal), 2 *t* weekly, thru Gardner Adv. Co., St. Louis.

KFBK Sacramento, Cal.

Wm. Wrigley Jr. Co., Chicago (chewing gum), 5 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Joe Lowe Corp., New York (Popsicle), 21 *ta* weekly, 13 weeks, thru Abbott Kimball Co., N. Y.

KRGV Weslaco, Tex.

Standard Brands, New York (Bluebonnet Margarine), 10 *ta* weekly, 26 weeks, thru Ted Bates Inc., N. Y.
American Cyanamid Co., New York (Aero Defoliant), 5 *sa* weekly, thru Donahue & Coe, N. Y.

KYW Philadelphia

Kellogg Co., Battle Creek (Pep), 5 *t* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 17 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Hudson Pulp & Paper Co., New York (paper napkins), 3 *ne* weekly, 26 weeks, thru Duane Jones, N. Y.
RCA-Victor Corp., Camden, N. J. (phonograph records), 4 *sa* weekly, 13 weeks, direct.
Ex-Lax Inc., Brooklyn, 5 *sa* weekly, 13 weeks, thru Joseph Katz Co., N. Y.

WJJD Chicago

E. J. Brach & Sons, Chicago (candy), 6 *sp* weekly, 13 weeks, thru Hill Blackett & Co., Chicago.
RKO Pictures, Chicago, 6 *sa* weekly, direct.
Peerless Tool & Engineering Co., Chicago, 6 *ne* weekly, 26 weeks, thru United Broadcasting Co., Chicago.
Kay-Daumit Cosmetics, Chicago (cosmetics), 5 *sp* weekly, 13 weeks, thru Kuttner & Kuttner Adv. Agency, Chicago.

KHJ Hollywood

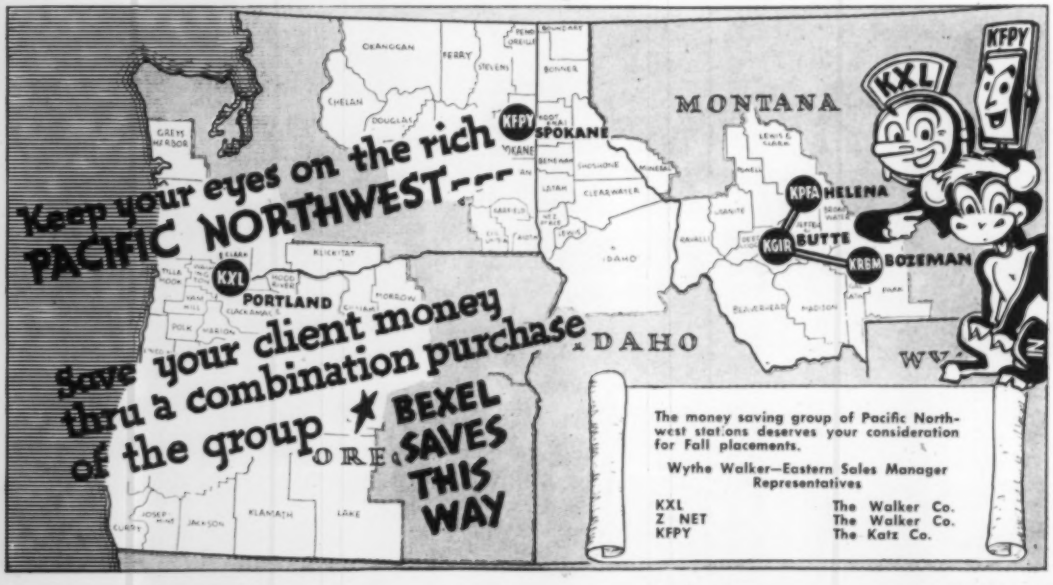
Hy-Trous Corp., Malden, Mass. (plant food), 2 *t* weekly, thru Elwood J. Robinson Adv., Los Angeles.
Bu-Tay Products, Los Angeles (Raindrops, detergent), 3 *t* weekly, 13 weeks, thru Glasser-Gailey & Co., Los Angeles.
Ramos Mfg. Co., San Francisco (alkalizer), 7 *t* weekly, 26 weeks, thru Theodore H. Segall Adv., San Francisco.
Serutan Co., Jersey City (proprietary), 5 *t* weekly, 13 weeks, thru Raymond Spector Co., N. Y.
Joseph Dixon Crucible Co., Jersey City (pencils), 3 *t* weekly, 13 weeks, thru Federal Adv., N. Y.

KPO San Francisco

Wm. Wrigley Jr. Co., Chicago (chewing gum), *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, Chicago.
Johnson & Johnson, New Brunswick, N. J. (baby powder), 5 *ta* weekly, thru Young & Rubicam, N. Y.

WHN New York

North American Dye Corp., Mount Vernon, N. Y. (dyes, hand-cream), *sa*, 26 weeks, thru Atherton & Currier, N. Y.



Political Parties on Air For Elections in Canada

CANADIANS will hear various election broadcasts this summer, with provincial elections slated on Aug. 8 for Quebec and Alberta, and later in New Brunswick. In addition a campaign is expected to get underway soon for the federal election to be held either late this autumn or early next year. Political parties in the provinces are buying network as well as spot time, and agencies are known to be working on campaign broadcasts, though none have started yet. The recent Saskatchewan provincial election used sponsored broadcasts extensively. All political election broadcasts are placed under CBC regulations to give program balance. Regulations are administered by the CBC Station Relations department.

Falstaff Shifts

FALSTAFF BREWING Co., St. Louis, on July 10 shifted *The Falstaff Show*, on 40 Blue stations, Monday, Wednesday, Friday, 10-10:15 p.m. (CWT) from New York to Hollywood. Alan Reed continues to be featured, with Matty Malneck signed as musical director. Don Johnson continues as script writer with Marvin Mueller announcer. Bob Hafter is agency director, working under supervision of Craig G. Maudsley, Hollywood manager of Dancer-Fitzgerald-Sample, agency servicing account. Charles Hotchkiss, Chicago radio executive of the agency, was in Hollywood for initial broadcast from that city.

Safety Group Meeting

A RADIO and Safety Conference will be held July 27, under the auspices of the Home & Farm Safety Advisory Committee of the New York State Dept. of Health at the Hotel Roosevelt, New York. Authorities in the field of health, safety and radio will speak. Presiding will be Professor K. A. Bartlett of the Radio Workshop, Syracuse U. Emerson Markham of WGY Schenectady will be first speaker. Featured dinner speaker will be J. Harold Ryan, NAB president.

Milani Campaign

MILANI FOOD PRODUCTS, Chicago (1890 french dressing), in a Southern California campaign starting July 17 will use an average of three participations per week in programs on 10 stations. List includes KNX KFI KMPC KHJ KFAC KPAS KIEV KFWB KFVD KGB. Contracts are for 13 weeks. With distribution, campaign will be expanded to other Pacific Coast markets. Agency is Garfield & Guild Adv., Los Angeles.

Guild Video Plans

HOLLYWOOD Radio Writers Guild has voted to affiliate with Television Committee of Hollywood Guilds. Recommendation to join that group was made by Ashmead Scott, chairman of RWG television committee. Group plans a fulltime secretary, immediate development of workshop projects, bulletins and a library.

OLD IN YEARS

BUT--YOUNG IN VIEWPOINT

KGNC
AMARILLO

FROM THE FIRST SCHEDULED BROADCAST in the nation to the first over KGNC, Amarillo, on May 16, 1922 . . . was only eighteen months. Northwest Texas was a rich, distinct radio market then. Now, with the subsequent Panhandle oil and gas field, tremendous war industry and army aviation development and other natural growth factors . . . it has become one of the truly important Southwestern markets.

KGNC, Amarillo, has more than kept apace. Broadcasting facilities, personnel, programs . . . all have been strengthened and improved constantly. In a word, KGNC today is a strong habit with practically all Northwest Texas radio listeners! That means 57,486 radio homes . . . 81.34% of the occupied dwellings. NBC Network, 5,000 watts daytime, 1,000 watts nights. National representatives: Howard H. Wilson Co.

KGNC Amarillo
KFYO Lubbock
KTSA San Antonio
KRGV Weslaco

TAYLOR-HOWE-SNOWDEN RADIO SALES

SOUTHWESTERN REPRESENTATIVES

CENTRAL SALES OFFICE 805-806 TOWER PETROLEUM BLDG., DALLAS, TEXAS

TELEPHONE RIVERSIDE 5663 TWX DIS 297

Radio News Comes of Age

(Continued from page 12)

sat one afternoon in a tent, with rain beating dismally on the canvas and sneaked a glance at a B-25 pilot, lying on a damp cot, listening to a small radio set close to his ear.

He had been married only a few weeks before he left the States and he was listening to one of those magnificent Fred Waring Chesterfield shows, with a deep baritone lifting above the background of male voices, singing, "This world's a lovelier world by far, when I remember how sweet you are." He never opened his eyes, but his cheeks were wet and I knew what he was thinking.

Entertain Troops

I was never more proud of radio than I was one night when I climbed a steep flight of steps to a little box of a shack in the middle of a knee-deep, muddy jungle clearing and stepped inside Station 1-GI. It was about 10 feet square, built on stilts 20 feet above the matted bamboo and in it were three cots and three GI's who lived and worked there and broadcast to the troops.

I was there that night to interview one of the best combat pilots on Guinea but the real show for me was this little station in the jungle and the men who were running it. They'd all been in radio before the Army took them over and there they were, in the middle of a crawling, dank-smelling wilderness, playing jive music for the troops on their one turntable, doing little news shows—and mighty good ones, too—with their lone mike and all the intent devotion to their job that they might have displayed if they were working before an audience in Radio City.

Radio is all over the Southwest Pacific and in many ways, and millions of GI's will remember that when they get home. Radio reporters are being seen everywhere with the newspaper correspondents, and radio, spurred into donning reportorial long trousers by the war, is taking its place as *source* of news, not just a voice for it.

I came back from the Southwest Pacific, 7,500 miles in 44 hours, 5 minutes. We had an early breakfast in an Australian city before dawn on a Sunday and, thanks to the international dateline, we had lunch Monday noon in San Francisco.

But the miracle that really sticks in my crop is this: Radio stations, individually, are discovering their own importance, their own possibilities, as *originators* of news. It has taken them a long time, but as news mediums they are now coming of age.

ALL-ROUND APPROVAL of scripts for CBS *Maxwell House Iced Coffee Time* was voiced by this executive group during recent back-stage conference. Endorsers are (l to r): Al Kaye, West Coast production manager of Benton & Bowles; Betty Buckler, Hollywood manager of B & B; Walter Craig, New York vice-president in charge of radio for the agency; Robert Bennett, advertising manager for Maxwell House Coffee division of General Foods, New York.

20th Century Expands

20TH CENTURY FOX Film Corp., New York, in expanding radio advertising for its motion pictures last week began a weekly five-minute news program on WEAF New York for 52 weeks, at the same time renewing a weekly quarter-hour world news roundup for 13 weeks on the same station. Firm also has increased sponsorship of a five-minute midnight news show on WABC New York from two to three times weekly. Company continues to use radio from time to time for special films through Kayton-Spiero Co., New York, and is placing an extensive spot drive for "Wilson" in the New York area through M. H. Hackett Co., New York.

Allen Joins Compton

CHRISTY ALLEN, a vice-president of A. C. Nielsen Co., New York, last week joined Compton Adv., New York, as an executive. He has been with the research firm for the last 10 years, handling several accounts, and doing some work with the audimeter. Lawrence Drake, former director of market research of Kroger Grocery & Baking Co., Cincinnati, has joined Compton as market analyst and merchandising executive.

They know all the angles, and the best markets to fish for whoppers in Time Buys.

They'll tell you that KOA is the most satisfying catch in the Rocky Mountain Region.

Here's what makes KOA the best radio bait imaginable for Sales Results:

Dealer Preference (68.8%)*
Listener Loyalty (69%)**
Top NBC Programs
Power (50,000 Watts)
Coverage (Parts of 7 states)

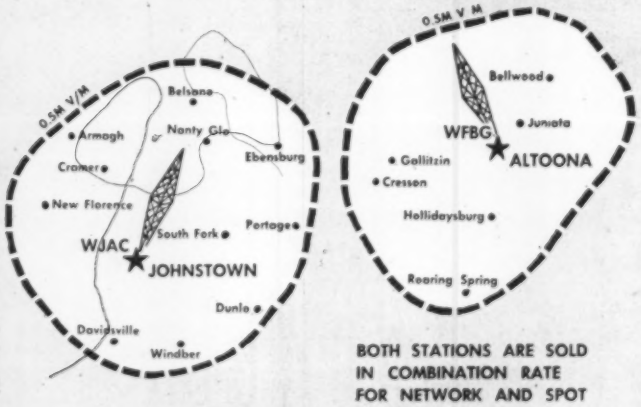
*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

WJAC JOHNSTOWN
NBC
WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

THE FOREST AND THE TREES

You've heard the one about not seeing the forest because of the trees. So don't settle for five or six of the twenty-six towns in the big Hartford Trading Area. Get complete coverage on WDRC!

USE WDRC TO CONNECT IN CONNECTICUT

CBS

The campaign *HE** makes

. . . will surprise a lot of Republicans!

Hot, hilarious Republicans jammed Chicago's mammoth stadium to nominate Dewey and Bricker. The show made a big impression on twenty-two thousand delegates and spectators. But the total number of Republicans packed in Chicago's Stadium is dwarfed by a 15-minute WBBM-built show that goes on the air every afternoon at 2:15.

We call it "Meet the Missus." Just a show where a man interviews some ladies over a luncheon table... plus WBBM *showmanship*.

But to equal its monthly record for impressions the Republicans would have to jam their regular four-day conventions into the Chicago Stadium from now until the year 2008. Because...

For years "Meet the Missus" has been making over a *million* advertising impressions a month. Over 200,000 women have actually attended the broadcasts.

If you act quickly you can put "Meet the Missus" showmanship to work making impressions for you... by the million. As this is written, this 15-minute bellringer is sponsorable on Tuesday, Thursday and Saturday. Find out for yourself why advertisers have bought more time on WBBM for 19 straight years than on any other Chicago station.

Talk to us or Radio Sales.

* *"He" is Harold Isbell, genial 260-pound master of ceremonies for WBBM's popular program, "Meet the Missus," now available.*

WBBM

CHICAGO'S
Showmanship Station
50,000 Watts · 780 kc.
COLUMBIA OWNED

CBS

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

12 Canadian Stations

Selling

Dairy Products

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

NAB By-Laws

(*Continued from page 11*)

names of two persons from among the names appearing on the certified list in each classification. The representative shall then sign his name to such nominating ballot and deposit the same in a receptacle to be conveniently provided therefor. At the opening of the general sessions on the second and third days of said Annual Membership meeting the Secretary-Treasurer shall post on a bulletin board located in the room where the sessions are held a complete list of all nominations deposited during the previous day; Provided, that the Elections Committee, hereinafter provided for shall certify to the Secretary-Treasurer the eligibility of the persons nominated for election in the class for which they are nominated. At the business session of said membership meeting, which shall be held not earlier then the afternoon session of the second day thereof, additional nominations for Director-at-Large in any classification may be made from the floor. Nominations thus made shall be posted as nominated. During the morning session of the second day of the annual meeting, each of the said respective networks shall certify to the President its nominee or nominees for Network Director, as defined in Section 2, above, whereupon such nominees shall be deemed to have been placed in nomination, and shall be so reported to the members during that session.

Craven's Office

COMDR. T. A. M. CRAVEN, who retired from the FCC July 1 to become vice-president of Iowa Broadcasting Co., in charge of eastern operations, has established offices in the Heurich Bldg., 1627 K St., N.W., Washington. Comdr. Craven, in addition to his policy duties, will become general manager of WOL Washington upon FCC approval of the exchange of that station for WMT Cedar Rapids, Ia., now licensed to the Cowles group [BROADCASTING, July 10].

Editing of Speech May Face Probers

N. Y. State Senator Charges Station Owners Fear FCC

DELETION by WMCA New York of portions of an address delivered July 7 by State Sen. Frederick R. Coudert, New York Republican leader, before the New York County American Legion convention in the Hotel Pennsylvania, New York, threatened last week to provoke issues the FCC and the House Select Committee to Investigate the Commission will be called upon to investigate.

Following his edited broadcast speech, Sen. Coudert charged that the FCC exercises control over radio. In a statement last Monday Nathan Straus, WMCA president, said the speech as submitted was "unacceptable" because it contained "denunciations of one of our Allies" and because it constituted a "campaign speech" rather than a "non-partisan patriotic talk".

John J. Sirica, general counsel of the House Select Committee, was in conference with Sen. Coudert Monday following published reports of the Senator's charges of FCC control. On Wednesday the Catholic War Veterans wired FCC Chairman James Lawrence Fly demanding that the Commission conduct "public hearings in New York City to investigate the deplorable action of the management of WMCA in censoring part of the text of an official of New York State."

The telegram, signed by National Commander Edward T. McCaffrey and Past National Commanders John M. Dealy, Thomas Walsh and Charles H. A. Brophy, charged that WMCA "permits commentators to utter anti-Catholic talks" and that no opportunity had been given "to answer the criticism or attacks made on the church." To those charges Mr. Straus said:

"I am willing to abide by the views of the Archdiocese of New York as to WMCA's attitude toward Catholic Charities and Catholic causes. So long as I am connected with WMCA there will be no attacks on any individual because of race, creed or color."

Sen. Coudert on Thursday declared: "If the FCC or a station owner is to be allowed to determine what the American people hear, then we shall be no better off than Hitler's Germans. I do not know whether Mr. Straus and WMCA acted in accordance with regulations of the FCC or on their own responsibility. The fact remains, however, as I recall the law, that licenses have to be renewed periodically by the FCC. Under these circumstances is it not obvious that any station owner is likely to have constantly in mind the views and prejudices of the FCC and the Administration which it represents? How can there be freedom of air under these conditions?"

In his earlier statement Mr. Straus said portions of Sen. Coudert's speech were "unacceptable for broadcast by the station on free time for two reasons: (1), The speech denounced our Ally, the Soviet Union, and blamed it, by inference, for all of our social and economic ills, while there was not one word of denunciation of our enemies, Germany and Japan. Our Allies will not be attacked over WMCA so long as their soldiers are dying to save the lives of American soldiers. (2) Sen. Coudert's speech was not a nonpartisan patriotic talk but was a campaign speech sent out in envelopes bearing the imprint of the National Republican Club. As such it was not eligible for free time on the air."

Mr. Sirica, back in Washington late last week, declined to comment other than to say that if the FCC, as charged by Sen. Coudert, exercised control over radio, the House Committee certainly wanted to know it. He added, however, that should complaints involving alleged FCC control over programs be filed with the Committee, a thorough investigation would be conducted.

FIRST PROGRAM originating west of the Mississippi to win the Highest Award of Merit for Women Commandos, given by the Public Utility Adv. Assn. was *Women Commandos*, sponsored daily on WKY Oklahoma City by the Okla. Natural Gas Co. Julie Benell, writer-producer-conductor, admires the award with Gale Grubb, general manager of the NBC outlet.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *April-May, 1944*

TAKE A LOOK AT THE RECORD *that's all we ask!*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

WGRC Mutual

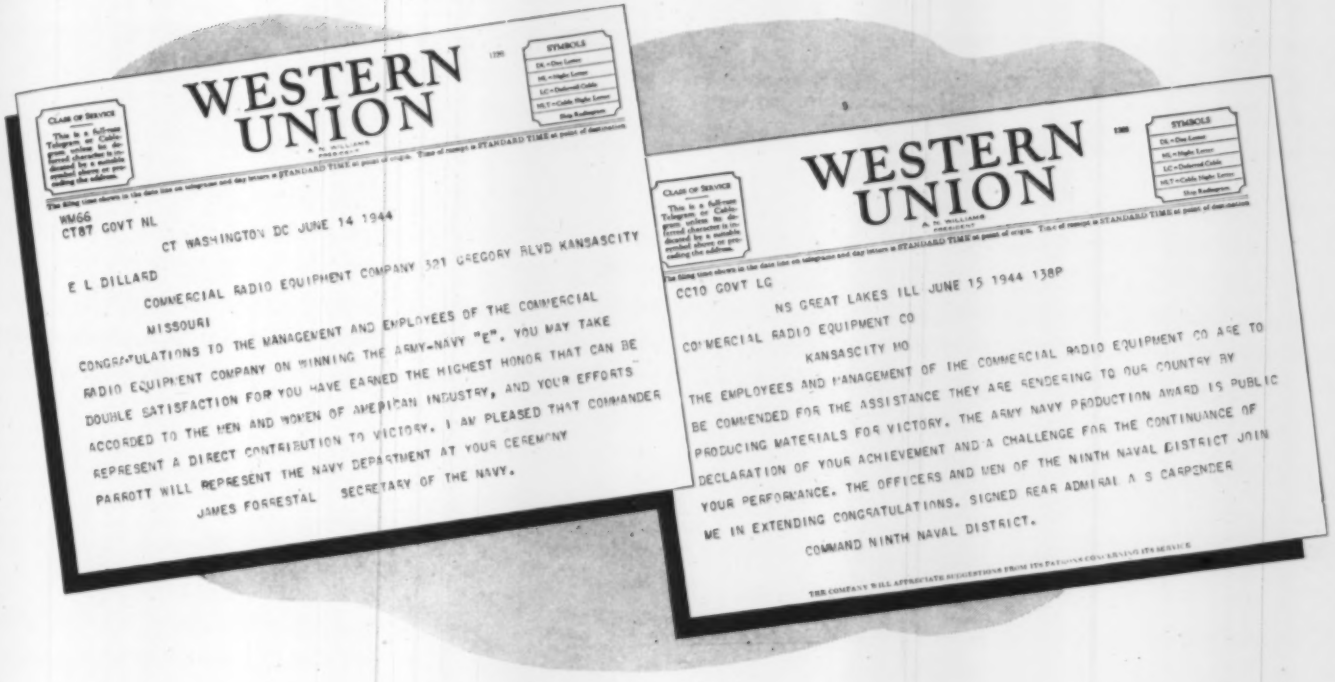
LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

Cover the Rich Lehigh Valley

SO SHALL WE SERVE

To Secure Victory Sooner



WESTERN UNION

WM66
CT87 GOVT NL
CT WASHINGTON DC JUNE 14 1944

E L DILLARD
COMMERCIAL RADIO EQUIPMENT COMPANY 301 GREGORY BLVD KANSASCITY
MISSOURI

CONGRATULATIONS TO THE MANAGEMENT AND EMPLOYEES OF THE COMMERCIAL RADIO EQUIPMENT COMPANY ON WINNING THE ARMY-NAVY "E". YOU MAY TAKE DOUBLE SATISFACTION FOR YOU HAVE EARNED THE HIGHEST HONOR THAT CAN BE ACCORDED TO THE MEN AND WOMEN OF AMERICAN INDUSTRY, AND YOUR EFFORTS REPRESENT A DIRECT CONTRIBUTION TO VICTORY. I AM PLEASED THAT COMMANDER PARROTT WILL REPRESENT THE NAVY DEPARTMENT AT YOUR CEREMONY

JAMES FORRESTAL SECRETARY OF THE NAVY.

WESTERN UNION

CC10 GOVT LG
NS GREAT LAKES ILL JUNE 15 1944 138P

COMMERCIAL RADIO EQUIPMENT CO
KANSASCITY MO

THE EMPLOYEES AND MANAGEMENT OF THE COMMERCIAL RADIO EQUIPMENT CO ARE TO BE COMMENDED FOR THE ASSISTANCE THEY ARE RENDERING TO OUR COUNTRY BY PRODUCING MATERIALS FOR VICTORY. THE ARMY NAVY PRODUCTION AWARD IS PUBLIC DECLARATION OF YOUR ACHIEVEMENT AND A CHALLENGE FOR THE CONTINUANCE OF YOUR PERFORMANCE. THE OFFICERS AND MEN OF THE NINTH NAVAL DISTRICT JOIN ME IN EXTENDING CONGRATULATIONS. SIGNED REAR ADMIRAL A S CARPENDER
COMMAND NINTH NAVAL DISTRICT.

SO SHALL WE DESERVE

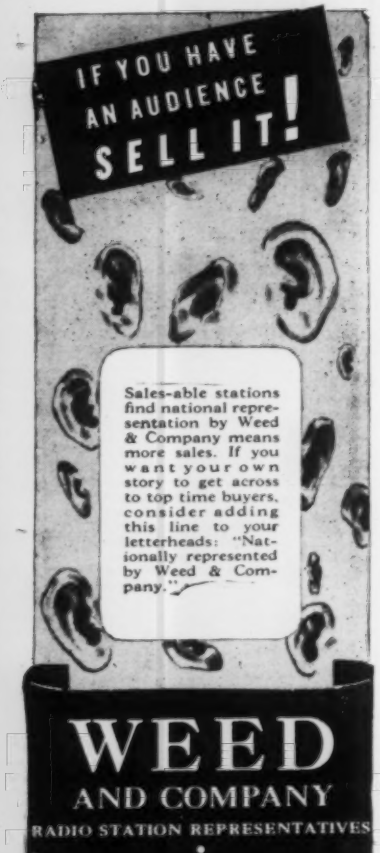
Productive Progress Tomorrow

"We, as Radio Engineering Consultants, are now concerned only with providing our Fighting Forces with the finest equipment our ingenuity and enterprise can devise and provide. We are, at the same time, learning new ways and means to develop pacemaking performance for the increased tempo of AM-FM service to the postwar public that is sure to come."

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, Owner and General Manager

Washington, D. C. * **Kansas City, Mo.** * **Hollywood, Cal.**


IF YOU HAVE AN AUDIENCE SELL IT!
Sales-able stations find national representation by Weed & Company means more sales. If you want your own story to get across to top time buyers, consider adding this line to your letterheads: "Nationally represented by Weed & Company."
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Feldman Returns

ARTHUR FELDMAN, assistant to George Hicks in the Blue London news bureau, has returned to this country for a rest. Following a vacation he will confer with George W. Johnstone, Blue director of news and special events, and Clete Roberts, Blue correspondent just returned from assignment at General MacArthur's headquarters in the Southwest Pacific. The trio will then leave New York for San Francisco to continue conferences prior to Mr. Feldman's departure for the Southwest Pacific, where he will be attached to the General's headquarters.

Absorbine Jr. Spots

W. F. YOUNG Inc., Springfield, Mass., in a gradually expanding spot campaign for Absorbine Jr., launched several months ago, is using one-minute live and transcribed spots at varying frequencies on WSPR WNBF WSYR WBRC WFBM WBNS WHIO. Agency is J. Walter Thompson Co., New York.

Spratt's Mapping

SPRATT'S PATENT (America) Ltd., Newark, is considering a national spot campaign in the fall for its dog food in markets where the product has distribution. Contract has been signed with WABC, New York, effective Aug. 28 for participations on Arthur Godfrey's program. Agency is Paris & Peart, New York.

Coverage of Rural Areas P4a Topic

DISCUSSION of the possible use of the 200-400 kc band and 3-17 mc band for rural coverage was among items taken up last Tuesday by the Allocation Committee (P4a) of Panel 4 on Standard Broadcasting of the Radio Technical Planning Board at its second meeting in the Hotel Statler, Washington.

Although no action was taken, the discussion disclosed that signals transmitted on the 200-400 band have good groundwave while those on the 3-17 mc have good skywave both day and night. At present the low frequencies are used for safety transmissions while police, aviation and kindred services are allocated the 3-17 mc band.

Preliminary studies indicate that use of the 3-17 mc band for rural coverage would go far toward solving the problem of providing full-time radio service to remote farm areas, it was reported. The Committee plans further study before making any reports or recommendations.

Soap Plans

LANMAN & KEMP-BARCLAY & Co., New York, is planning to promote Reuter's Soap and Murray & Lanman's Florida Water aftershave lotion on a number of women's participation programs on stations throughout the South. Guilford Adv. Agency, New York, handles the account.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis, on July 24 starts sponsorship of one-minute transcribed spots, four times a week on WIRE Indianapolis and five times a week, starting July 31, on KWTO Springfield, Mo. Ten-month contract was placed by McCann Erickson, Minneapolis.

Beau Brummell Expands

BEAU BRUMMELL TIES, Cincinnati, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Firm uses spot announcements and quarter-hour programs on KYW WMAQ WJZ and is planning further expansion in radio.

WEBR President Named To Succeed Jim Farley

PAUL E. FITZPATRICK, president of WEBR Inc., licensee of WEBR Buffalo, and part-owner of the station, last Tuesday was elected Democratic State chairman of New York, succeeding James A. Farley, who resigned three months after his re-election for a two-year term. Mr. Fitzpatrick, a New Dealer, was the unanimous choice of the Democratic State Committee.

Mr. Fitzpatrick

P&G Drops Drama

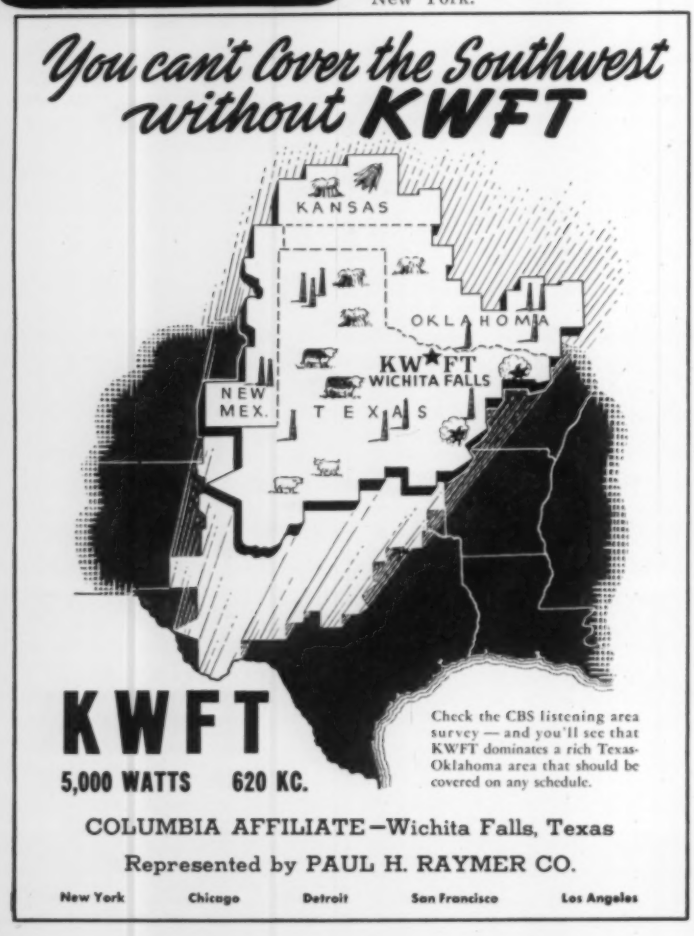
PROCTER & GAMBLE Co., Cincinnati, which has signed Rudy Vallee for a musical variety program to start in the fall for Drene, on Sept. 2 will discontinue *Abie's Irish Rose*, which has been promoting that product on NBC, Saturdays at 8-8:30 p.m., for three years. Although no announcement has been made by H. W. Kastor & Sons, Chicago, agency for Drene, the Rudy Vallee program will probably be heard in the 8 p.m. Saturday spot on NBC. Meanwhile program, which has had a consistent 15 Hooperrating over a period of months, has been approached by four agencies by potential sponsors. H. W. Kastor & Sons has a 48-hour first refusal on the show.

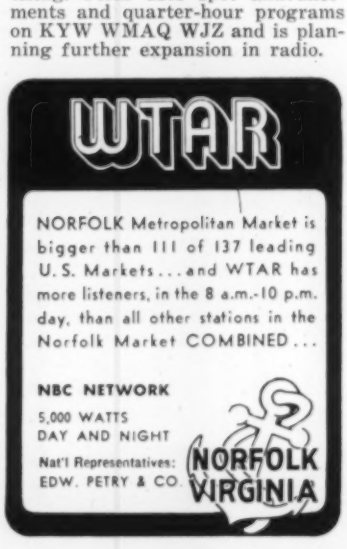
KOBH, KINY Grant

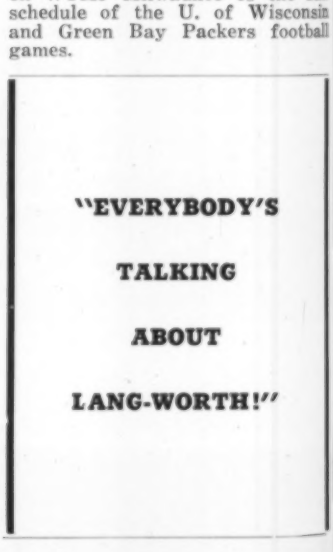
KOBH Rapid City, S. D. last week was granted a construction permit by the FCC to change frequency from 1400 to 1380 kc and to increase power from 250 w to 5,000 w. Authority also was granted to install new transmitter and a directional antenna for night use and for change of transmitter site. KINY Juneau, Alaska, was granted reinstatement of CP to increase from 1000 to 5000 w and install new transmitter.

Wadham's 16th Season

FOR THE SIXTEENTH consecutive year Wadhams Division of Socony-Vacuum Oil Co. will resume sponsorship this September on WTMJ Milwaukee of the fall schedule of the U. of Wisconsin and Green Bay Packers football games.


You can't cover the Southwest without KWFT
KANSAS
OKLAHOMA
KW★FT
WICHITA FALLS
NEW MEX.
TEXAS
KWFT
5,000 WATTS 620 KC.
Check the CBS listening area survey — and you'll see that KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.
COLUMBIA AFFILIATE—Wichita Falls, Texas
Represented by PAUL H. RAYMER CO.
New York Chicago Detroit San Francisco Los Angeles


WTAR
NORFOLK Metropolitan Market is bigger than 111 of 137 leading U. S. Markets... and WTAR has more listeners, in the 8 a.m.-10 p.m. day, than all other stations in the Norfolk Market COMBINED...
NBC NETWORK
5,000 WATTS
DAY AND NIGHT
Nat'l Representatives:
EDW. PETRY & CO.
NORFOLK VIRGINIA



NET CANCELLATIONS

FOLLOWING commercial programs will be cancelled by the four major networks for simultaneous coverage of the Democratic Convention Wednesday and Thursday, 1-2 p.m. and 10-11 p.m. (EWT). Other network commercials also will be cancelled if necessary to provide full radio coverage:

MUTUAL

WEDNESDAY — Ray Dady, 1 p.m. (Grove Labs.); Jack Berch, 1:15 p.m. (Kellogg Co.); *Luncheon With Lopez*, 1:30 p.m. (Van Camp).

THURSDAY—Ray Dady, 1 p.m. (Grove Labs.); Jack Berch, 1:15 p.m. (Kellogg Co.); *American Woman's Jury*, 1:45 p.m. (Lewis Howe Co.); Henry Gladstone, 10 p.m. (General Cigar Co.); Tiny Ruffner, 10:15 p.m. (Lee Hat Co.).

BLUE

WEDNESDAY—H. R. Baukage, 1 p.m. (locally sponsored); Tony More, News, 1 p.m., Pacific Coast only (Kelllogg Co.); *My True Story*, 1:30 p.m., repeat (Libby McNeill & Libby); *Aunt Jemima*, 1:55 p.m., repeat (Quaker Oats Co.); Raymond Gram Swing, 10 p.m. (Socony Vacuum Oil Co.); Ted Malone, 10:15 p.m. (Westinghouse Electric Co.); *Scramby Amby*, 10:30 p.m., repeat (Manhattan Soap Co.).

THURSDAY—1-2 p.m. (same as Wednesday); Swing, 10 p.m. (Socony); *Step or Go*, 10:30 p.m. (McKesson & Robbins).

CBS

WEDNESDAY—*Life Can Be Beautiful*, 1 p.m.; *Ma Perkins*, 1:15 p.m.; *Bernadine Flynn*, 1:30 p.m.; *The Goldbergs*, 1:45 p.m. (Procter & Gamble Co.); *Great Moments in Music*, 10 p.m. (Celanese Corp.); *Report to the Nation*, 10:30 p.m. (electric companies).

THURSDAY—1-2 p.m. (same as Wednesday); *The First Line*, 10 p.m. (Wm. Wrigley Co.); *Here's to Romance*, 10:30 p.m. (Bourjois Inc.).

NBC

WEDNESDAY—*Aunty Mary*, 1:30 p.m., Pacific Coast only (Ben-Hur Products); *Art Baker*, 1:45 p.m., Pacific Coast only (Los Angeles Soap Co.), *College of Musical Knowledge*, 10 p.m. (American Tobacco Co.).

THURSDAY—1-2 p.m. (same as Wednesday), Harry Savor, 10 p.m. (R. J. Reynolds Tobacco Co.).

CAB Expands Service

COOPERATIVE Analysis of Broadcasting this month will begin regular reporting on the makeup of the family radio audience, accumulating data on the number of men, women and children listening to radio programs in the 81 cities in which the CAB now conducts twice-monthly interviews. In announcing this expansion of its service, the CAB points out that this is the first step toward a "Telerating" service which is planned for the postwar era when the CAB has formulated a program for surveying television program audiences.

Cresta Blanca Auditions

CRESTA BLANCA WINE Co., divion of Schenley Distillers Corp., New York, is auditioning several programs to go into the Tuesday 9:30-10 p.m. period on CBS, following completion a 13-week summer run for the Schenley Penicillin show *The Doctor Fights*, Aug. 29. Cresta Blanca agency is BBDO New York.

Trenner to Weintraub

HARRY TRENNER, since May 1942 account executive in the sales department of Mutual, on July 17 joins William H. Weintraub Co., New York, as business manager of the radio department, a new post. Before joining MBS, Mr. Trenner was commercial manager of WNBF Binghamton, N. Y.

Still Climbing!

WOAI's Hooperatings exceed the national Hooperatings on 75 of the 82 network programs carried and measured in the most recent Hooper report (Winter-Spring, 1943-44)!

Listeners mean sales. That's why, year in and year out, WOAI continues to sell more merchandise to more people in Central and South Texas than any other station — at a lower cost per sale!

50,000 WATTS -- CLEAR CHANNEL

NBC AFFILIATE -- MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

In
Winston-Salem
The Station
MOST People
Listen To
MOST* Is
WSJS

NBC

5000 Watts
600 on the Dial

* Crossley Survey.
Feb. 28—March 12, 1944

★

Represented by
HEADLEY-REED COMPANY

WOODYARD RESIGNS; WILLIAMS NAMED

RESIGNATION of Ronald B. Woodyard as general manager of WING Dayton, effective Jan. 1, and appointment of J. P. Williams, of the sales staff of WIZE Springfield, sister-station, as his successor, was announced last week.

Mr. Woodyard

Mr. Woodyard, who is president and owner of WINK (formerly WAAC) Ft. Myers, Fla., said he would maintain his home in Dayton and continue in the radio business in that city. He also is executive vice-president of WIZE and holds a minority interest in that station.

President and principal owner of WING and WIZE is Charles Sawyer, Cincinnati attorney and Democratic National Committeeman. Mr. Williams is his son-in-law.

Mr. Woodyard has pending an application for a new station in Utica, N. Y. Before joining WING five years ago, he was with WHIZ Zanesville, which was sold to Fort Industry Co.

MRS. RAYMOND CLAPPER, wife of the Mutual commentator and Scripps-Howard correspondent who was killed in a plane crash in the South Pacific, has edited a book containing her husband's articles and dispatches, and a 30-page biography. Publisher is Whittlesey House, New York [*Watching the World*, $3].

WCBM BLUE

A Quality Station
with
Mass Appeal
in a
Rich Market

WCBM
BALTIMORE
The BLUE NETWORK Station

JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

Joins Law Firm

EDWIN CONRAD, former senior attorney with the FCC Broadcast Division, has joined the law firm of Sanborn, Blake & Aberg, of Madison, Wis., as a partner, according to an announcement last week. He was with the FCC during 1943. A graduate of the U. of Wisconsin in 1934, Mr. Conrad holds a radio telephone first class operator's license and had a year of radio engineering at the U. of Wisconsin. He will specialize in the practice of radio law in the North Central States as well as in practice before the FCC.

Mr. Conrad

Clyde Melville Appointed By Texas Radio Group

CLYDE MELVILLE has been appointed manager of the Dallas office of Taylor-Howe-Snowden Radio Sales, and managing director of the Lone Star Chain, according to Alex Keese, general manager of the firm.

Mr. Melville

Mr. Melville was territorial representative for Pepsi-Cola Co., Long Island City, N. Y., for the state of Florida, later serving simultaneously as manager of Dallas and Paris, Texas bottling plants. In 1942 he enlisted in the U. S. Army Air Transport Command and was placed on reserve status in 1943.

Borden Eyes Wynn

BORDEN Co. Sales Division, New York, may have two network programs on the air in the fall. A second network series starring Ed Wynn in a half-hour variety show is now being considered, in addition to Fannie Hurst program, which started recently on the Blue Saturday 10-10:30 a.m. Borden also sponsors Louis Sobol on WOR New York. Agency is Young & Rubicam, New York.

FOUR TOP MARKETS!

• Kentucky's Central
WLAP Lexington, Ky.

• Amarillo
KFDA Amarillo, Tex.

• The Tri-State
WCMI Ashland, Ky.-Huntington, W. Va.

• Knoxville
WBIR Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Paley 1942 Income Exceeds $185,800

Treasury Lists Radio Heads In Higher Income Brackets

WILLIAM S. PALEY, president of CBS on leave as radio chief of psychological warfare with SHAEF in London, received compensation from CBS for the calendar year ending Dec. 31, 1942, aggregating $185,820, according to a compilation of corporation compensation made public July 17 by Secretary of the Treasury Morgenthau.

The list, covering individuals receiving from corporations compensation for personal services in excess of $75,000 for the calendar year 1942 or the fiscal year ending in 1943, was made public by the Treasury in compliance with the Revenue Act of 1939. It shows the amounts paid to officers and employes by reporting corporations in the form of salary, commission, bonus or other compensation for personal services.

Other High Income

Following are some of the compensations identified with radio:

W. E. Mcfarlane, business manager of the *Chicago Tribune* and chairman of the executive committee of Mutual, $106,362; Edward Petry, president of Edward Petry & Co., station representatives, $79,062.50, of which $68,750 was salary; David Sarnoff, president of RCA and chairman of the board of NBC, now on leave as colonel in the Army Signal Corps attached to SHAEF on Gen. Eisenhower's staff, $100,900, of which $100,000 was salary.

Chester LaRoche Jr., former Chairman of Young & Rubicam, now chairman of the executive committee of Blue Network Co., $95,000.16; R. C. Cosgrove, vice-president and general manager of the manufacturing division, Crosley Corp., $93,000, of which $50,000 was salary and the balance bonus. The late John S. McCarrens, president of the Forest City Publishing Co., *Cleveland Plain Dealer* which owns WHK WHKC and WCLE, $244,774.95, of which $60,000 was salary.

"EVERYBODY'S
TALKING
ABOUT
LANG-WORTH!"

Network Accounts

All time Eastern Wartime unless indicated

New Business

GILLETTE SAFETY RAZOR Corp., New York (shave products), on July 28, 10 p.m. only, sponsors Lee Q. Murray vs. L. (Turkey) Thompson boxing bout on over 200 MBS stations. Agency: Maxon Inc., N. Y.

ANDREW JERGENS Co., Cincinnati (lotion), on July 20 for 52 weeks starts mystery drama on 7 CBS Pacific stations, Thurs., 9-9:30 p.m. (PWT). Agency: Lennen & Mitchell, N. Y.

PERALTA WINE Co., San Francisco (Monte Cristo wine), on Aug. 8 for 13 weeks, starts *Count of Monte Cristo* on 16 Don Lee California stations, Tues., 8-8:30 p.m. (PWT) with transcribed repeat on 10 Don Lee Oregon stations, Tues., 10-10:30 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

KNOX Co., Hollywood (Cystex), on July 14 for 13 weeks started *What's the Name of That Song* on 36 Don Lee Pacific stations, Fri., 8:30-9 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

TABLE PRODUCTS Co., Oakland, Cal. (Nu-Made mayonnaise), on July 30 for 13 weeks starts *Hoagy Carmichael Show* on 16 Don Lee California stations, Sunday, 8:30-9 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

OWENS-ILLINOIS GLASS Co., Toledo (Duraglas) on Sept. 7 starts *Fred Waring and His Pennsylvanians* on 180 Blue stations, Thurs., 7-7:30 p.m. (repeat, 11:30-12 p.m.). Agency: J. Walter Thompson Co., N. Y.

A. G. SPALDING & BROS., New York (institutional), on July 29 for 13 weeks starts Babe Ruth on about 135 NBC stations, Sat., 10:30-10:45 a.m. Agency: Ferry-Hanly Co., N. Y.

Renewal Accounts

SCHUTTER CANDY Co., Chicago (Old Nick, Bit-O-Honey candy bars), on July 22 for 52 weeks renews *Starring Curt Massey* on the full NBC network, Sat., 5:45-6 p.m. Agency: Schwimmer & Scott, Chicago.

FITZSIMMONS STORES, Los Angeles (chain grocers), on July 10 for 13 weeks renewed *Fitzsimmons Frolics* on 2 Don Lee California stations (KHJ KFXM) Mon. thru Fri., 4:45-5 p.m. (PWT). Agency: McElroy Adv., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati on July 3 for 52 weeks renews Mon. thru Fri. on NBC *Road of Life* (Duz) 11-11:15 a.m. on 130 stations; *Vic and Sade* (Ivory Flakes, adding White Laundry Soap, Dash), 11:15-11:30 a.m., adding 7 stations for a total of 84 stations; *Pepper Young's Family* (Camay) on 79 stations, 3:30-3:45 p.m.; *A Woman of America* (Ivory Snow) on 130 stations, 3-3:15 p.m.; *Ma Perkins* (Oxydol) on 130 stations 3:15-3:30 p.m. and *Right to Happiness* (Ivory) 3:45-4 p.m. Agencies: Benton & Bowles. (White Laundry); Dancer-Fitzgerald & Sample (Oxydol, Dreft); Pedlar, Ryan & Lusk (Camay, Dash); Compton Adv. (Duz, Ivory Flakes, Crisco, Ivory Soap), all of New York.

Network Changes

ELECTRIC COMPANIES advertising program (institutional) on July 19 permanently discontinues *Report to the Nation* on 132 CBS stations, Wed., 10:30-11 p.m. and starts musical show on 132 CBS stations Wed., 10:30-11 p.m. in October. Agency: N. W. Ayer & Son, N. Y.

LIBBY McNEILL & LIBBY, Chicago (canned foods), on July 17 shifts *My True Story* from Mon. thru Fri., 10:15-10:40 a.m. to 10-10:25 a.m. on 184 Blue stations (continuing repeat 1:30-1:55 p.m.). Agency: J. Walter Thompson Co., Chicago.

QUAKER OATS Co., Chicago (Aunt Jemima flours) moves its musical *Aunt Jemima Show* from 9:25-9:30 a.m. to 9:40-9:45 a.m. CWT, Mondays thru Fridays on Blue Network effective July 17. Agency: Sherman K. Ellis Adv., Chicago.

H. J. HEINZ Co. of Canada, Toronto (food products), on July 10 replaced *Information Please* with *Vacation Serenade* for eight weeks on 23 CBC Dominion network stations, Mon. 9:30-10 p.m. Agency: MacLaren Adv. Co., Toronto.

LANGENDORF United Bakeries, San Francisco (bread), starting August 8 shifts *Red Ryder* serial on Pacific Coast Blue stations to seven Don Lee outlets, Tues., Thurs., Sat., 7:30-8 p.m. (PWT). Agency: Pacific Coast Adv., San Francisco.

We're not advertising a course in ventriloquism.

We mean that by having an announcer on your radio program step to WENR you can throw the voice of your company and your product from Upper Wisconsin to deep in Illinois—from the farms of Indiana to the manufacturing centers of rich Michigan.

More advertisers all the time are doing that very thing over WENR. They've learned that WENR is not merely a "Chicago Station" but a station reaching over 13,000,000 Americans—roughly, One-Tenth of the Nation—and reaching them at the lowest cost per 1000.

That's economical voice-throwing—don't you think?

Reach ONE-TENTH OF THE NATION...over WENR

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • HOLLYWOOD • DETROIT • PITTSBURGH

"It's a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry will prove it.

WIZE Springfield Ohio...

WEED & CO... National Representatives

SPORTS MUSIC NEWS

W ★ H ★ N

50,000 WATTS DIAL 1050

AP

WHBQ, Memphis, Tenn.

. . . this will express our appreciation for the individual sales presentations on The AP Telescript programs.

E. A. Alburty
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

MAGNIFY YOUR RESULTS WITH ORIGINAL CUSTOM-BUILT RADIO SPOTS

Harry S. Goodman
10 East 52nd Street at Madison Avenue New York City

Democratic Plans Still Enigma

(*Continued from page 9*)

are the broadcast plans as announced last week, supplementing those in the July 10 BROADCASTING:

Blue Network

The Blue Network set aside afternoon and evening time totaling about two hours for special pre-Convention commentator programs July 15-18, and in addition to participating in the four-network broadcasts during the convention, will feature Chicago pickups on about seven of its regular newscasts, July 19-21.

Commentators were heard from Chicago individually or in roundups Saturday, 7-7:15 p.m.; Sunday, 3:30-4 p.m., and 10:30-11 p.m. This week's schedule includes 11:15-11:30 p.m. Monday and Tuesday.

During the convention itself, the following will broadcast from Chicago during regularly scheduled Blue news programs: Earl Godwin, William Hillman, Ray Henle, Walter Kiernan, H. R. Baukhage, Henry J. Taylor. *Time Views the News* will include Chicago pickups July 19 and 20.

G. W. (Johnny) Johnstone, Blue director of news and special features, will supervise the network's activities, assisted by George Milne, network chief engineer; Gene Rouse, central division news and special features manager, and Bryson Rash, WMAL-Blue special features manager in Washington. Ernest K. Lindley, Washington manager of *Newsweek*, has been retained as special commentator. Also to be heard will be Clete Roberts, Blue reporter just back from the Southwest Pacific theatre. Leon Henderson and Patricia Dougherty will round out the Blue's commentator-reporter staff.

Columbia's Schedule

At the opening of the twice-daily broadcasts CBS special events reporters will take their handie-talkies and pack transmitters to the Stadium floor for brief interviews with Democratic delegates. The same CBS personnel which reported the Republican Convention June 26-29 will cover the Democratic conclave.

Paul White, CBS director of news broadcasts, will be in charge, assisted by Bill Slocum Jr., director of special events, and Bob Wood, the network's Washington news chief. Bob Trout, reporter and analyst, and John Daly, foreign correspondent, will be chief announcers.

Major events will be analyzed and described by Mr. Trout, Quincy Howe and Reporters Bill Henry, Daly, John Harrington and Tris Coffen. Assisting Mr. Slocum in special events will be Shep Chartoc and Jack Burnett of WBBM Chicago. Helen Sioussat, CBS director of talks, will handle addresses by prominent Democrats. Henry Grossman, network operations engineer, is in charge of technical arrangements.

Hannegan on NBC

Robert E. Hannegan, Democratic National Committee chairman, will summarize each session at the close of network broadcasts for NBC, William F. Brooks, network director of news and special events, announced. During the GOP Convention Rep. Joseph Martin Jr., chairman of the Republican Convention, did a similar job for NBC.

A daily roundup, 6:15-6:40 p.m., beginning July 18 and featuring commentators, newsmen and occasional guest experts in roundtable discussions also is planned. At the NBC microphones will be H. V. Kaltenborn, Richard Harkness, Mary Margaret McBride, Morgan Beatty and Ben Grauer. Mr. Brooks will have charge of all broadcasts.

Mutual Plans

Again Mutual plans a series of special Convention broadcasts, in addition to the regular sessions and will follow a pattern similar to that of the Republican coverage. The WOR New York *Martha Deane* program will originate from Chicago, beginning Tuesday, 2-2:30 p.m.

A staff of 40 newsmen, executives and engineers will cover for Mutual under the supervision of Adolph Opfinger, program director; Tom Slater, director of special features and sports; Frank P. Schreiber, general manager of WGN, and Dale O'Brien, WGN public relations director.

Among Mutual's commentators will be Fulton Lewis jr., Cecil Brown, Walter Compton, Jack Brickhouse, Mrs. Raymond Clapper, Leo Cherne, Ray Dady. Arthur Sears Henning, Arthur M. Evans, John Holbrook, Stanley Dixon, Alexander Griffin.

Television Schedules

NBC's television coverage will follow much the same pattern as during the Republican Convention. RKO television Corp. cameramen will cover the Convention sessions, with the film flown back to New York for processing. Finished product, running about a half-hour for each day's session, will be televised on WNBT New York the following evening. RKO has prepared a special film "The Democratic Party on Parade," depicting the history of the party in the same way as was done for he GOP in June. Wednesday's convention telecast also will include pictures of the Democratic delegates arriving in Chicago.

Imes on WCBI-WELO

Col. Birney Imes Sr., publisher of the *Columbus* (Miss.) *Commercial Dispatch*, father of Capt. Birney Imes Jr., owner of WCBI Columbus and WELO Tupelo, and official delegate from Mississippi, will do a series of daily quarter-hour observations by transcription. James Arrington, publisher of the *Collins* (Miss.) *Commercial* and mayor of Collins, also will comment by transcription. Arriving before the Convention, Col. Imes and Mr. Arrington, widely-known humorist, will make records daily until the sessions close. Programs will be aired through Mid-South Network facilities. Bob McRaney, manager of the Imes station announced.

Roundtables on WGAR

Two roundtable discussions with Ohio delegates participating are planned by WGAR Cleveland as well as three direct newscasts daily by Ralph Worden, WGAR news editor. Overhead coverage also will be provided by Mr. Worden and Bill Neel of the Washington News Bureau, which services the Richards-Fitzpatrick stations.

WOW Newscast Service

Two men will cover the Convention for WOW Omaha, although no direct pickups other than those of NBC are planned, according to John J. Gillin Jr., president. Tom Ingoldsby, WOW local news bureau manager, and either M. M. Meyers, secretary of Radio Station WOW Inc., or Soren Munkhof, manager of the station news department, will file overhead stories for use on all of the station's regularly scheduled newscasts.

Two Daily on WTCN

John Ford, news editor of WTCN Minneapolis-St. Paul, will air his regular 7:45 a.m. and 1 p.m. newscasts from Chicago, C. T. Hagman, vice-president and general manager, said. Mr. Ford will be assisted by Walter T. Ridder, Washington correspondent of the *St. Paul Dispatch Pioneer-Press*. Mr. Ford's morning newscast is sponsored by the Milk Foundation of Minnesota and the afternoon spot by Holsum Bread.

WITH Reception

Ian Ross MacFarlane will originate four broadcasts daily for WITH Baltimore, with quarter-hours scheduled at 11:30 a. m. and 8:30 p. m. At 3:30 p. m. a half-hour direct pickup is scheduled and at 11:05 p. m. Mr. MacFarlane will do a 25-minute program, summarizing the day's events and interviewing Maryland delegates. He also plans to transcribe interviews with Maryland delegates for supplemental broadcasts. WITH will cut in at any time with direct bulletins from Mr. MacFarlane should developments warrant.

Feature of the WITH special coverage will be a reception Tuesday night at station's suite in the Hotel Stevens for Maryland delegates and alternates. Tom Tinsley, WITH president, and Mrs. Tinsley will be hosts, assisted by Mr. and Mrs. MacFarlane. Station also will record all interviews and present records to the delegates who participate.

Griffin for WIP

Alexander Griffin, WIP Philadelphia commentator, will do a special daily commentary at 10:30 a. m. emphasizing the Pennsylvania angle. His regular 6 p. m. spot, originating at WIP and fed to Mutual, will be heard from Chicago during the Convention.

KGLO to Record

A series of interviews with Iowa delegates will be transcribed by W.

SERVICE DIRECTORY

SOUND EFFECTS
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions - Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

FRITZ BLOCK PRODUCTIONS
Writer-Producer-Director
420 Madison Ave., Plaza 9-6180
New York City

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Earl Hall for KGLO Mason City. These quarter-hour platters will be rushed to Mason City for broadcast. KGLO will depend on network coverage for spot news.

Three Daily on KDKA

Three broadcasts daily direct from the Convention are planned by KDKA Pittsburgh, J. E. Baudino, general manager, announced. Studios will be set up by the Westinghouse station in the Convention city for the daily broadcasts of Don Hirsch, sponsored by the Duquesne Brewing Co. Plans also contemplate origination of Charles L. DeVault's daily programs, sponsored by Peter Paul Inc., and Grove Labs.

KUOA Uses Overhead

Storm Whaley, manager of KUOA Siloam Springs, Ark., will roll up his sleeves at the Democratic Convention as he did at the GOP sessions and function as both announcer and reporter. Mr. Whaley will keep KUOA covered on Convention news of special interest to Arkansas by overhead wires daily. He also plans to cut quarter-hour transcriptions of interviews with delegates from the KUOA area. Mr. Whaley said the transcriptions probably will be sponsored locally.

Dobyns Files for KGER

C. Merwyn Dobyns, president and general manager of KGER Long Beach, Cal., and his wife, Mrs. Evalyn Dobyns, station educational director, will cover the Democratic Convention as they did the Republican conclave, keeping KGER listeners informed by daily telegraphic stories. Mrs. Dobyns will emphasize the Convention from a woman's viewpoint.

Gleeson for KPRO

W. L. (Bill) Gleeson will be in the radio news gallery for KPRO Riverside, Cal., according to H. W. Wilson, manager. He plans to file daily wire reports, which will be spotted as public service newscasts throughout the KPRO schedule. On his return to Riverside Mr. Gleeson will summarize the Convention in a special broadcast. KPRO will depend on Blue coverage for direct pickups.

KGFW Augments Newscasts

Regularly scheduled newscasts of KGFW Kearney-Lincoln, Neb. (every hour on the hour) will be highlighted during the Convention by special overhead coverage from George Kline of Lincoln, who represented the station also at the GOP Convention. Mr. Kline's copy will emphasize human interest and local angles not included in regular news wire services.

Two Daily on WCCO

Cedric Adams, WCCO Minneapolis-St. Paul commentator, will originate his noon and night newscasts daily from Chicago during the Convention. He also plans to do other special color broadcasts during the Democratic sessions. Mr. Adams, too, will assist on the CBS staff.

Aldridge for KXOK

Mahlon Aldridge, newly appointed news editor of KXOK St. Louis, *Star-Times* station, will do two broadcasts daily, 6:45 and 11:15 p. m. from Chicago. Lines have been installed in the Stevens Hotel and Stadium for direct pickups. Assisting Mr. Aldridge will be the following staff correspondents of the *Star-Times*: Robert Holliway of Jefferson City; Ernest Kirschten, editor of the editorial page; Truman Felt, Washington correspondent. Technical details will be in charge of Arthur Rekart, KXOK chief engineer. Station also plans to record interviews with delegates and political leaders from its listening area, according to C. L. Thomas, manager.

WBBM's Behind Scenes

WBBM Chicago, CBS station, plans a series of behind-the-scenes broadcasts during the convention, as well as others augmenting network coverage. Pre-convention programs began Sunday. On July 17 WBBM was to present members of the Stevens Hotel staff in a round-table discussion of how hotels handle large convention groups. At 2:45 p. m. CWT Tuesday a quarter-hour discussion of the radio and mechanical organization at Convention hall will feature Tom Garry, chief of physical arrangements at Chicago Stadium; J. Leonard Reinsch, Democratic National Committee radio director; Hal Carlson of the Illinois Bell Telephone Co.; Jack Darnell, Western Union.

At the same time Wednesday correspondents for newspapers of United Nations will discuss politics and the various methods of choosing national leaders by their respective countries. Alvin J. Steinkopf, WBBM's foreign affairs expert, will be moderator.

Leading magazine and newspaper writers will be presented Thursday afternoon. Val Sherman, WBBM chief announcer, will be moderator on all forums except the Wednesday program. Other direct pickups include Robert F. Hurleigh's 3:45 p.m. daily newscast, which will feature interviews with prominent Democrats; a 5 p.m. analysis, July 19 by Mr. Steinkopf on the German attitude and reaction to the American political conventions and coming election; special newscasts at various times by WBBM staff commentators and reporters, under direction of Shepard Chartoc, special events chief, and Jack Burnett, his assistant. Covering for WBBM, in addition to Messrs. Hurleigh and Steinkopf, will be Walter Preston, director of program operations; George Case, assistant; Florence Warner, director of education; James Beloungy, chief engineer; Fred Killian, production manager; James Crusinberry, news editor; Earl Horrigan, news writer; John Harrington, newscaster.

"EVERYBODY'S TALKING ABOUT LANG-WORTH!"

Jergens in West

ANDREW JERGENS Co., Cincinnati (lotion), on July 20 starts sponsoring a weekly half-hour comedy-mystery, *Hollywood Mystery Time*, on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KIRO KFPY KOIN), Thursday, 9-9:30 p.m. (PWT). Contract is for 52 weeks. Carleton Young and Gloria Blondell will be co-starred. Louis Dittes and Jerome Epstein are assigned writers. S. James Andrews, radio director of Lennen & Mitchell, New York agency servicing account, will produce first two programs. Don Sharpe, radio director of Frank Vincent Agency, Hollywood talent service, will then take over that assignment.

BLACKHAWK BREWING Co., Davenport, Ia., will add a series of chain breaks to its schedule of spot announcements now being carried by WOC KBUR KXEL KBIZ KFJB WHBF KROS, effective July 17. Contract is for 26 weeks. Agency is H. W. Kastor & Sons, Chicago.

WILLIAM P. ADAMS, House Jameson, Jay Jostyn, Anne Seymour, Alex McKee, Ben Grauer, George A. Putnam were elected members of the national board of AFRA to fill vacancies among the New York locals allotment, according to a tabulation of the mail ballots, just announced.

"MAKE CONTRACT 52 WEEKS"

says BARRON HOWARD—WRVA

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earl Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

BUY WAR BONDS!

Fortune Hunters!

The ultimate goal of all advertising is to make sales and profits. You'll find FORTUNE HUNTING good in this golden market, provided you use the radio station that has the listeners and the listeners' confidence.

WAIR

Winston-Salem, North Carolina

Representative: The Walker Company

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P. O. BOX 1324 • MEXICO, D. F.

CIO Handbook Denounces NAB Code, Urges Protests to Fly on Denial of Time

A CHARGE that the NAB Code "contains many provisions which violate the most fundamental rights of free speech and in practice has become a dead letter except in the hands of a few stations which still drag it up as an excuse for denying labor a fair break on the air," is contained in a radio handbook soon to be issued by the CIO Political Action Committee.

Most of the volume is devoted to a straightforward explanation of how local unions can get radio time, the kind of programs they might plan and some pointers on the preparation of those programs. Appended are sample continuities for one-minute announcements and five-minute dramatic scripts and the Committee offers to send scripts on general labor topics on request from unions, also asking the unions to send copies of scripts prepared and used locally to the Committee.

Denunciation of the NAB Code follows an explanation that while the transmitters, studios and equipment belong to the broadcasters, the air belongs to the public and that "any trade union, like any civic organization, has the right to use the radio to discuss workers' issues which are of public interest."

If a station manager refuses to give or to sell time to a union, the handbook suggests the following procedure: "You ask the station manager to give you his refusal *in writing*, and his reason for refusing. Copy that letter and attach to it your explanations why you think time was refused you *unfairly*. Send copies of his and your letter to James Lawrence Fly, Chairman, FCC, Washington, D. C. Send copies to the CIO Political Action Committee for our attention and action.

"Let the station manager know how widely you are distributing your protest of his unfair treatment. Let your local newspaper know about it. If there are other radio stations in your community, approach them for time while your protest is publicized."

This section of the handbook concludes: "If enough union leaders ask for time on the radio and protest vigorously enough when they are denied, there would soon be no need for protesting."

Press Women Awards

SIX NETWORK religious programs will receive certificates of merit for "distinguished service in behalf of national morale in the midst of war," at the annual meeting of the National Federation of Press Women, New York, to be held at the Orrington Hotel, Evanston, Ill., July 29. Other radio awards will be conferred, according to Mrs. Joseph E. Goodbar, chairman of radio. Singled out for their "inspirational influence" by the Federation were the following non-commercial religious programs: *National Radio Pulpit*, and *The Catholic Hour*, NBC; *National Vesper Program*, and *United Jewish Layman's Committee*, Blue; *Tabernacle Choir of Salt Lake City*, CBS, and the Feb. 20, 1944, broadcast of CBS' *Church of the Air* from WHAS Louisville, under the auspices of The Mother Church, First Church of Christ Scientist, Boston.

Republic on 150

REPUBLIC PICTURES Corp., New York, will promote "Atlantic City", soon to be released, on more than 150 stations, using a series of five-minute records featuring Paul Whiteman and six one-minute spot announcements, in various communities as the film makes its local premiere. Republic promoted "Yellow Rose of Texas", released two weeks ago, through one-minute transcribed spots on about 50 stations. Agency is Donahue & Coe, New York.

Mirra Expanding

MIRRA CHEMICAL Labs., Columbus, has appointed First United Broadcasters, Chicago, to handle its radio advertising. Agency plans expansion of Mirra participation on women's cooperative programs campaign. Now using WCAE WJAR WBEN WMBD. Schedule will be announced at a later date.

Walker Heads New Net

H. G. WALKER, Canadian Broadcasting Corp. representative for the Prairie Region, Winnipeg, is returning to Toronto, where he was formerly manager of CBL and the former CBY, now CJBC, to take charge of the new CBC Dominion

Mr. Walker

Mr. Finlay

network of which CJBC is key station. Replacing him is CBC regional representative at Winnipeg, James Finlay, manager of CBL since December 1943, and prior to that senior producer at CBC studios, Toronto. Walker has been regional representative at Winnipeg for a year-and-a-half, and before joining the CBC was with its predecessor the Canadian Radio Broadcasting Commission and former CKGW Toronto.

Sanford H. Lane

SANFORD H. LANE, 62, vice-president and account executive of Gotham Adv., New York, died July 10 at his home in Darien, Conn. He had been with Gotham since 1934. Surviving are his wife, a son, a daughter and three sisters.

ON TOP

year after year!

★THE SOUTH FLORIDA STATION MOST PEOPLE LISTEN TO MOST

5000 Watts • 610 KC

NBC

WIOD

MIAMI

National Representatives
GEORGE P HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

Combined Pickups

CANCELLING commercial programs as they did for the Republican Convention last month, the four major networks will use combined facilities to broadcast two sessions daily from the Democratic National Convention. Broadcasts follow:

Wednesday, July 19

1 p.m.—Address of welcome by Mayor Edward J. Kelly of Chicago. Sen. Scott Lucas, senior Senator from Illinois, will introduce Robert E. Hannegan, Democratic National Committee Chairman who will call the Convention to order.

10 p.m.—Address on women's part in the coming election by Mrs. Charles W. Tillett of North Carolina. Keynote address by Gov. Robert S. Kerr of Oklahoma, Convention temporary chairman.

Thursday, July 20

1p.m.—Gov. Kerr to present the Convention's permanent chairman, Sen. Samuel D. Jackson of Indiana. Democratic platform and report of the Committee on Platform and Resolutions will be read.

10 p.m.—Sen. Jackson will introduce Helen Gahagan Douglas, delegate from California and wife of Melvin Douglas, movie actor, who will speak. Following her address, roll call for nominations for President and (if President Roosevelt is nominated on the first ballot as expected) nominations for Vice-Presidential candidate.

Friday, July 21

Continuation of balloting should candidates not be selected Thursday night.

Turnbull Heads GOP Radio

(*Continued from page 9*)

Dewey's two gubernatorial radio campaigns and who served on his staff before the Convention, is on leave as chairman of planning of the Duane Jones Co., New York. [BROADCASTING, July 3]. In accepting the post of radio director, he paid high tribute to Mr. Church for the splendid job done by the pre-Convention radio chief and made it plain that he would accept the post only on condition that Mr. Church share the responsibilities. In that regard Mr. Church declared he considered it a privilege to serve with Mr. Turnbull.

Mr. Turnbull will devote much of his time to Gov. Dewey's personal activities, while Mr. Church will coordinate the overall radio campaign. Regional directors will be attached to Republican headquarters in Washington, Chicago and the West Coast, as well as to the staff of Gov. John W. Bricker of Ohio, Republican Vice-Presidential nominee.

Carr Is Mentioned

Although regional appointments probably won't be announced until sometime this week, the name of Eugene Carr, assistant to G. A. (Dick) Richards, president of the Richards-Fitzpatrick stations (WGAR WJR KMPC), has been mentioned as the likely man to head up the regional directors, with headquarters in Washington. Mr. Carr returned to the Richards-Fitzpatrick stations Oct. 1, 1943, to become assistant to the president after 16 months as assistant to J. Harold Ryan, then Assistant Director of Censorship in charge of broadcasting [BROADCASTING, Aug. 30, 1943].

The Republican radio campaign will be mapped to make the most effective use of radio with the least possible disturbance to normal schedules of networks and stations, according to Mr. Turnbull.

Schedule Problems

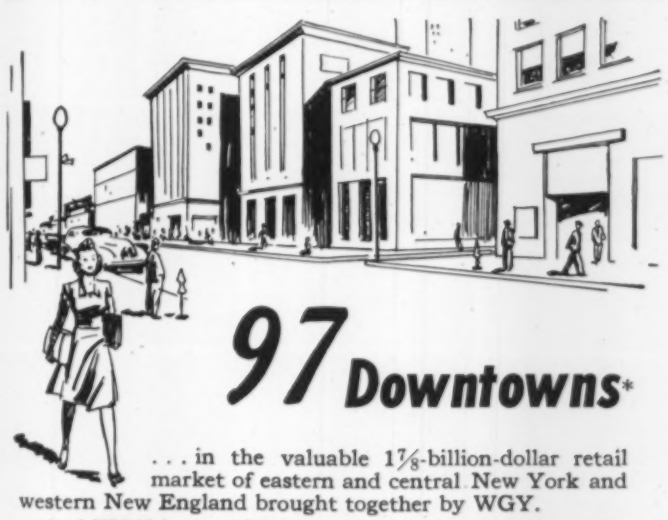
"We appreciate the problems of broadcasters," he said, "and while some of the broadcasts of Gov. Dewey and Gov. Bricker will necessarily come during the mid-evening hours which are most popular with commercial sponsors, we shall try to arrange our schedules so that no network, no station, no sponsor shall be asked to clear commercially occupied time for consecutive broadcasts.

"In our spot schedule we shall attempt to buy time not already sold to advertisers, as far as is compatible with our goal of having our candidates for President and Vice-President heard by every man, woman and child in the country."

Broadcasters will receive the same consideration from Gov. Dewey, Mr. Turnbull said, adding that they need have no fears that he will run past his scheduled time. His radio talks will be timed.

The headquarters radio staff in New York will include a publicity man, to keep the papers advised of speakers, dates and times of the Republican broadcasts, and a newswriter who will supply campaign material both to political writers on newspapers and to newscasters and commentators. "We plan to give radio newsmen the same type of material that has always been supplied to newspapers," Mr. Turnbull explained, "not to attempt to influence them, but to give them the facts for whatever use they may have occasion to make of them."

To guide the local Republican committees—state, county and city—in the use of radio time, the national radio office is preparing a handbook explaining what information broadcasters will expect. Starting with such fundamentals as the fact that a 16-minute broadcast does not actually run for 15 minutes' speaking time, but has to allow time for station identification, and describing the use of transcriptions, announcements and various types of programs, the book will remove some of the broadcasters' headaches, the committee hopes.



97 Downtowns*

. . . in the valuable 17⅞-billion-dollar retail market of eastern and central New York and western New England brought together by WGY.

And WGY is the ONLY station that can combine this vast market of 1,045,717 radio families into ONE coverage area—*the WGY Community.*

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 5000.

WGY

SCHENECTADY, N. Y.

50,000 watts — NBC — 22 years of service. Represented nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-184

Plug Kendrick says

WINN Louisville WITH WINN

Basic Station BLUE NETWORK

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

★ A Preferred Market
April SALES MANAGEMENT
WFMJ
YOUNGSTOWN, OHIO
28 TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 8 TO JULY 14 INCLUSIVE

Decisions . . .

JULY 10

WSAY Rochester, N. Y.—Granted mod. CP authorizing change frequency, increase power, etc. for 30 day extension completion date from 8-1-44.

WSPR Springfield, Mass.—Granted license to cover CP authorizing increase power D to 1 kw and changes in equipment.

Birmingham News Co., Birmingham, Ala.—Placed in pending file application for new FM station.

Blue Network Co., Los Angeles—Same.

Central Ohio Broadcasting Co., Columbus, Ohio—Same.

Cornell University, Ithica, N. Y.—Same.

Florida Broadcasting Co., Jacksonville, Fla.—Same.

Owensboro Broadcasting Co., Owensboro, Ky.—Same.

St. Lawrence Broadcasting Corp., Ogdenburg, N. Y.—Same.

Westchester Broadcasting Corp., White Plains, N. Y.—Placed in pending file application for new commercial television station.

JULY 11

KOBH Rapid City, S. D.—Granted CP change 1400 kc to 1380 kc, increase 250 w to 5 kw, install new transmitter and DA-N and change transmitter site.

WLLH Lawrence, Mass.—Granted CP increase power of synchronous amplifier from 100 w to 250 w, make changes in transmitting equipment.

KRMD Shreveport, La.—Granted assignment of license from Radio Station KRMD Inc. to T. B. Lanford, Mrs. T. B. Lanford, R. M. Dean and Mrs. R. M. Dean d/b Radio Station KRMD.

KINY Juneau, Alaska—Granted reinstatement of CP as modified, authorizing increase 1 kw to 5 kw, install new transmitter and changes in equipment.

WSUN St. Petersburgh, Fla.—Granted license renewal for period ending 5-1-46.

WBCA Schenectady, N. Y.—Granted license renewal for period ending 5-1-45.

JULY 12

Beauford H. Jester, et al, Waco, Tex.—Granted request for authority to take depositions in re application for new station, which has been designated for consolidated hearing with applications of KDNT, WACO, and Truett Kimzey.

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted motion for order to take depositions in re application for new station, scheduled for consolidated hearing with application of James F. Hopkins Inc.

Birney Imes Jr., Meridian, Miss.—Granted petition for order to take depositions in re application for new station.

KMLB Monroe, La.—Passed over for one week petition for postponement of hearing now scheduled for July 24 in re applications of KMLB and KNOE.

Truett Kimzey, Greenville, Tex.—Granted petition to take depositions in re application for new station.

KABC San Antonio, Tex.—Granted application for CP change 1450 kc to 680 kc, increase 250 w to 50 kw D 10 kw N, install new transmitter, DA-N, and change transmitter location; granted subject to approval of antenna by Commission's chief engineer, and subject to Jan. 26 Policy.

KTHT Houston, Tex.—Granted authority to begin program tests.

Applications . . .

JULY 11

Atlantic Shores Broadcasting, Coral Gables, Fla.—CP new standard station, 1490 kc 250 w unlimited (resubmitted).

WDAE Tampa, Fla.—CP new FM station, 45,300 kc, 8,100 sq. mi.

KVOX Moorhead, Minn.—Relinquishment of control by David C. Shepard through transfer of 68 sh common stock to John W. Boler, M. M. Marget, and R. S. Felhaber and transfer of 9 sh from Howard S. Johnson to R. S. Felhaber.

WMFM Milwaukee—CP change 45,500 kc to 43,900 kc, coverage from 8,500 sq. mi. to 17,828 sq. mi. and changes in antenna.

KALE Portland, Ore.—Transfer of control from C. W. Myers and Mrs. Josephine Hunt to Journal Publishing Co.

WDAK Columbus, Ga.—License to cover CP authorizing move of transmitter and studio and installation of new antenna.

WRLD West Point, Ga.—Mod. CP authorizing installation new standard station for extension completion date from 7-15-44 to 8-14-44.

KQW San Jose, Cal.—License to cover CP authorizing installation new ground system.

KFXD, Nampa, Ia.—CP change 1230 kc to 580 kc, increase 250 w to 1 kw, changes in transmitting equipment, move transmitter and studio to near Meridian, Ida. and Boise, Ida. respectively, and install DA.

JULY 12

WNRA Bound Brook, N. J.—License to cover CP authorizing new international station.

Cincinnati Broadcasting Co., Cincinnati—CP new FM station, 43,700 kc, 19,000 sq. mi., $104,410 estimated cost.

KWG Stockton Cal.—License to cover CP authorizing increase power and changes in transmitter and antenna.

KRNR Rosnburg, Ore.—CP move transmitter and studio locally.

School District City of Bay City, Mich.—CP new noncommercial educational station (incomplete).

JULY 13

WOL Washington—Voluntary assignment of license to Iowa Broadcasting Co

Allen B. DuMont Labs., Passaic, N. J.—CP new commercial television station, Channel 4.

Columbia Broadcasting System, New York—CP new experimental television station, 401,000 to 417,000 kc.

WMT Cedar Rapids, Ia.—Voluntary assignment of license to American Broadcasting Co.

KOWH Omaha, Neb.—Special service authorization operate on 660 kc, unlimited, using 250 w N 500 w D.

KFWB Hollywood, Cal.—CP new FM station, 44,900 kc, 3,118 sq. mi., $65,000 estimated cost.

KOB Albuquerque, N. M.—CP new experimental television station, Channel 1 (dismissed at request of applicant).

JULY 14

Rochester Boadcasting Corp., Rochester, N. Y.—CP new standard station amended re corporate structure.

WLWL Mason, Ohio—License to cover CP new international broadcast station.

WLWS Mason, Ohio—Same.

WLWR Mason, Ohio—Same.

Chatham Broadcasting Co., Savannah, Ga.—CP new standard station, 1400 kc 250 w unlimited.

KFWB Hollywood, Cal.—CP new commercial television station, Channel 3.

Tentative Calendar . . .

WSAP Portsmouth, Va.—CP 1240 kc 250 w unlimited. Participant—WBBL Richmond, Va. (July 20).

GEORGE HICKS, Blue Network correspondent and head of the London news staff, for his history-making recorded account of landing operations on D-Day, has received a bonus of $1,000 from the network.

PRESENTATION to the American Red Cross of a check for $500, representing the balance of funds of the Foreign Language Radio Wartime Control, is made by Arthur Simon (l), general manager of WPEN Philadelphia and chairman of the organization which has dissolved upon completion of its work in relation to the Code of Wartime Practices for American Broadcasters. Accepting check is Dr. George Rea for Red Cross.

Blue Pact Approved

NATIONAL War Labor Board last week approved a contract between the National Assn. of Broadcast Engineers and Technicians and the Blue network calling for a 5% increase in wages, retroactive to June 1, 1943. The agreement covers operations at WJZ New York, WENR Chicago, KGO San Francisco and the Blue studios in Hollywood. Contract retains jurisdiction over platter turning except at WENR where an exception was granted four years ago temporarily relinquishing this function to musicians. NABET has filed an unfair labor practice charge against the network with the National Labor Relations Board to recover this jurisdiction. The union is required to give 30 days notice for reopening.

On 23 Stations

HERMAN BASCH & Co., New York, during the week of July 24 will start a campaign for Hammered brand Persian lamb, using participations on women's programs on 23 stations, including the eight CBS Pacific Coast stations. Schedule includes WEAF WABC WGN WLS KYW WEEI WXYZ WKOK WHK KDKA WBAL WMAL WTMC WBEN WCCO KNX KARM KGDM KQW KROY KOIN KIRO KFPY. Drive will continue through the summer, according to Kelly, Nason Inc.

Do You Know
Ultra low-drift Crystals are now available for prompt shipment to Broadcasters
HOLLISTER CRYSTAL CO.
Boulder Colorado

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

ashington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

ansmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Midwest 5 KW network affiliate. Give previous experience and salary expected first letter. All replies confidential. Box 383, BROADCASTING.

anted—Engineer for South Florida station with first class license. Previous broadcasting experience. Top pay. Not a war-time job. Reply to Box 414, BROADCASTING.

KW CBS affiliate, wants continuity writer. This man will supervise continuity staff of 5-6 people. Job offers opportunity to produce programs. Box 441, BROADCASTING.

rst class licensee will be given position of chief engineer on 250 watt Midwest local station. Congenial work. No announcing. Give minimum salary. Box 453, BROADCASTING.

anted—First class license operator-announcer. $50.00 weekly. Write Box 454, BROADCASTING.

ogram writer and producer wanted by a Western NBC station. For a man with a local station background in programming, one who is capable of doing a good programming job with transcription libraries and other programming facilities which are at the disposal of a local station, there is a permanent, pleasant and well paid job open. Give full details in first letter. Box 460, BROADCASTING.

sistant chief engineer—alert, capable first class. Experienced in transmitter, control and construction work. Interesting local and regional network operation. State all in first reply. WLAV, Grand Rapids, Michigan.

perienced studio director and announcer. Give complete details in application. KPAC, Port Arthur, Texas.

nouncer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

anted—First or second class engineer, 250 watt NBC affiliate. Permanent position to right party. WJAC, Johnstown, Penna.

nouncer—All-round man, news, record emcee. Station small in power; big in audience, prestige, ambition. Single man preferred—housing situation pretty bad. Send audition disc to Program Director, WBIR, Knoxville, Tennessee.

anted 2 experienced announcers. No roomtown, thirty miles from Pittsburgh. $40.00 for 40 hours. Talent fees immediately. WISR, Butler, Pennsylvania.

hard working gal who knows a thing or two about commercial copy, who can whip an idea into a script. One of America's oldest script agencies has a place for you. Say it with sample copy, a photo and a brief biography. Write to M. S. Miller, Radio Writers Laboratory, KWL Scripts Bldg., Lancaster, Pa.

e announcer and one operator wanted by WDRC. Apply at once WDRC, Hartford 4, Conn.

ogram director wanted by CBS affiliate in Midwest. Have immediate opening for an experienced draft-free man who can coach announcers, develop and produce idea programs and build up news department. Prefer man capable of doing some public relations work. Salary $300 per month. Box 468, BROADCASTING.

neral Manager for new 250 watt local station opening soon in southern Ohio. Give experience, draft status, salary required, snapshot in first letter, Box 475, BROADCASTING.

Help Wanted (Cont'd)

Announcer—Here's excellent opportunity for ambitious, capable man interested in permanent position with progressive regional station, NBC affiliate, in southern city. Want man with character and disposition to get along with people. Long experience unnecessary. If interested in good job now and opportunity to grow with a growing station, apply to: Box 474, BROADCASTING.

Announcer wanted. Excellent position with possibility quick advancement. Blue Network station. Send salary expected and other information first letter. Must be reliable and have good selling voice. J. W. Butrum, Radio Station WHMA, Anniston, Ala.

Situation Wanted

Man capable of managing 250 watter and working as chief engineer. Ten years successful experience in all phases of broadcasting. Also can make financial investment. Box 440, BROADCASTING.

Continuity Editor at Midwest network station wishes continuity or commercial writing in Chicago. Box 444, BROADCASTING.

Commentator, news analyst, straight news reporting. Draft exempt and forty-three. Four years radio experience; all in Midwest. Former college and university professor East and Midwest. Traveled. Several languages, married and conservative. Available in thirty days. Box 452, BROADCASTING.

Station or sales manager immediately available, draft-exempt, sixteen years experience, excellent record and references. Box 455, BROADCASTING.

Announcer—2 years experience, in New York City, also news editing and scripts for serious music shows. College graduate. 29½. 4F. Salary $50.00. Box 457, BROADCASTING.

Production man-program director available. Now in East. Seek permanent position Los Angeles area. Eight years announcing, production, program directing. Full details available by transcription. 4F. Box 459, BROADCASTING.

Program director-announcer. Well-rounded experience in network and independent stations as news editor, chief announcer and assistant program director. Now want to connect with a station with a post-war future where I can do a job. Aged 26, draft exempt. Write Box 461, BROADCASTING.

Experienced station manager available. Fifteen years experience. Excellent record for producing results. Ten years in position managing and successfully selling chain affiliate. Be assured I know and understand the business of radio station operation and will definitely be an asset to your organization. Married, family, draft 1A-H, good health, good references, sober, alert and ambitious. Let's make a deal. Box 462, BROADCASTING.

Chief Engineer desires permanent connection with progressive station having definite post-war plans. Size of station unimportant if responsibility and remuneration adequate. Box 464, BROADCASTING.

Professional actor-director. Also some radio experience. Now employed in other work. Would like to contact radio station in Illinois or Chicago to learn announcing. Willing to work at small fee until established. Age 51. Dependable. Excellent references. Box 465, BROADCASTING.

Chief engineer's position desired; 10 years experience. Permanent only—contingent on making good. Box 467, BROADCASTING.

Experienced station manager, outstanding ten year record, references, seeks new opportunity with future, permanence. Am prepared and desirous investment privileges. Full details upon query. Box 470, BROADCASTING.

Situation Wanted (Cont'd)

Can you put to active use my five years experience in programming, traffic, promotion, publicity, continuity? Plus journalism degree, business college diploma, desire to get ahead? Girl, 26, now located at well-known network regional. Box 471, BROADCASTING.

Radio Engineer and technician available. Can travel. 1st class phone, 2nd class tel. Age 30, IC, wide experience in operating electronic equipment. Prefer Colorado or Northeast U. S. Will consider broadcasting or aircraft radio. Box 472, BROADCASTING.

Announcer—Three years experience. Desires permanent connection with progressive small Eastern station. Available immediately. Give full details. Box 473, BROADCASTING.

Wanted to Buy

Wanted to buy either 250, 500-or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Have cash for 100 or 250 watt radio station. Prefer one already in operation. All replies treated confidential. Box 450, BROADCASTING.

Wanted to buy—100 or 250 watt station. Give full particulars. Box 451, BROADCASTING.

Tower—200 feet or higher. Box 456, BROADCASTING.

Wanted to buy—Two water jackets complete with mounting insulators for 220 C tubes. Box 463, BROADCASTING.

Will purchase radio station. Reliable, experienced, full references. Replies held confidential. Write details market, station, price. Box 469, BROADCASTING.

Wanted to buy—An insulated tower 300 to 350 feet high; tower lighting equipment; and 50,000 feet bare copper wire suitable for ground system. P. O. Box 852, Charleston, S. C.

For Sale

For sale—250 watt transmitter with tubes and crystals. Approximately 100 hours service. Box 449, BROADCASTING.

For sale—Transmitter suitable for 500 watt or 250 watt broadcast use. Will meet FCC requirements with minor modifications. Well built, rugged construction. Box 458, BROADCASTING.

For sale. Controling interest in Midwest, due to help. 250 watt local. Box 466, BROADCASTING.

Miscellaneous

Will swap: General Radio Type 608A, Oscillator-FOR-General, Radio Type 731B or any FCC approved modulation monitor or frequency monitor. Box 442, BROADCASTING.

HOW WOULD YOU LIKE AN IDEA?
AUDIENCE PARTICIPATION SHOW
HUMOROUS—PATRIOTIC
SUITABLE ANY SIZE COMMUNITY
A CINCH TO SELL
NO OBLIGATION FOR DETAILS
WRITE BERT LONGFELLOW, 421 COCHRAN AVE.
LOS ANGELES 36, CAL.

For sale or swap by Radio Station WMFF, Plattsburg, N. Y.—1 12D Presto portable recorder, 5 RCA model 4002a magnetic microphones with four stands (desk type) and twenty five ft. of cable each. 2 RCA RD-2 portable transmitters (complete with tubes). 4 Deluxe Audax pickups and tone arms.

ANNOUNCER WANTED
CBS - 5 KW - YOUNGSTOWN, O.

Seasoned, experienced, capable man for news and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone.

W. P. WILLIAMSON, JR., Gen. Mgr.
WKBN BROADCASTING CORP.
Phone 42122

Melvin Drake to KFOR; Powell to Head KGGF

APPOINTMENT of Melvin Drake, manager of KGGF Coffeyville, Kan., as manager of KFOR Lincoln, Neb., was announced last week by Gordon Gray, general manager of KOIL and KFAB. The change becomes effective Aug. 1. Bert Powell, chief of the continuity department of KGGF, will succeed Mr. Drake in Coffeyville, according to H. J. Powell, president.

Mr. Drake started in radio in 1930 with KGGF, and except for a year with KTUL Tulsa, has had no other radio connection. He became manager in 1940. Mr. Powell has been with KGGF nine years, as announcer and in the program and continuity departments.

Block Resting

BLOCK DRUG Co., Jersey City, on July 15 discontinued for the summer its entire spot advertising schedule on about 80 stations, with plans to resume in the fall. Firm, which deviated from its customary summer hiatus in radio last year as an experiment, decided to revert to the usual lay-off this season. Account is shared by J. Walter Thompson Co., Redfield-Johnstone and Cecil & Presbrey, all of New York.

O'Bryon to MBS

JIM O'BRYON, acting director of radio publicity of Young & Rubicam, New York, will leave that post the end of the week to join MBS July 24 as director of public relations and publicity. He succeeds Lester Gottlieb, who becomes director of radio publicity of Woung & Rubicam [BROADCASTING, July 3].

PROMOTION MAN WANTED

A man familiar with both station promotion and merchandising to be promotion manager of KOIL, Omaha and KFOR, Lincoln. An idea man, a self-starter, not afraid of work, capable of running his own department, will fill this job. Send complete details regarding experience, picture, references, salary requirements to Gordon Gray, KOIL, Omaha National Bank Bldg., Omaha, Nebr.

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SPECIAL SUMMER
6 Weeks' Day Course
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Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
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- Acting
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Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Gamble Lauds 5th Loan Effort; WFD Initiates Expanded Policy

Industry Committee to Be Named, Stress Placed On Closer Cooperation With Broadcasters

"THE FIFTH was the biggest Loan so far, and the radio industry has done a bigger job than ever before" Ted R. Gamble, national director of the Treasury War Finance Division, said last week in praise of the broadcaster's role in the Campaign. He continued, "I want every person connected with the industry to know all of us in the War Finance Division appreciate this help. Without it, I know the Fifth would not have been the success it is. Not only has the greatest goal ever set been reached, but I am confident that, when all the reports are in, this goal will be oversubscribed more than any previous one."

$20 Billion Seen

Treasury statistics, compiled from Federal Reserve reports of July 11, showed that Bond sales stood at $18,811,000,000. Sales to individuals, partnerships and personal trusts were $4,752,000,000, yet shy of the $6,000,000,000 quota. With sales from the first of June to the last of July to be counted, all quotas not yet met according to previous figures are expected to be met and topped, with the inclusive total possibly to surpass the $20,000,000,000 mark.

Looking ahead to problems yet to be faced, Mr. Gamble added, "But I want to warn you all of one thing. As the end of the war gets closer, our job gets tougher. And that means we'll need more and more cooperation from the radio industry, as well as everyone else. I look upon the radio job not as an individual, Government, or industry job, but as a cooperative effort of everyone concerned. For that reason our radio section is already planning expanded operations for the Sixth War Loan, which will come this fall."

The latter reference is made regarding plans now underway by Robert J. Smith, new chief of the radio section who came to WFD following extensive broadcasting experience with WOR and Mutual, to bring about even closer relationship between the industry and Treasury.

Proposed is the establishment of an Industry Relations Committee, to be composed of prominent executives from the networks and NAB who will advise on general policy and assist on specific assignments. Details for the committee and other planning are now under discussion with Al Steele, Treasury radio consultant, vice-president of D'Arcy Advertising and consultant for OWI and War Ad Council. Appointments made to the committee will be announced later.

In line with the expanded policy, George Allen, secretary-manager of the Cooperative Analysis of Broadcasting, already has been named as Mr. Smith's assistant in charge of radio research and will be retained as a dollar-a-year man.

According to Mr. Smith, a greater reliance on agencies and broadcasters will make it possible to reduce the WFD paid production staff in New York. The radio section will maintain a New York office only to service agencies and networks and to handle routine relations. The Washington radio section will include an information service, music production unit, special features division, exploitation department, budget and traffic management office and a production unit. Heads of these units will be named later along with planning and organization developments.

Report Not Confirmed

Report early last week that the Treasury was contemplating a "Victory Loan Drive" when the war is won and that such might be the first in a series of peacetime Government fiscal operations to stimulate continued public participation in Federal financing, was not confirmed by official sources, although it was pointed out that war expenses would not end with the Armistice and that such a program "might be a solution to the problem". It was made certain, however, that the Government will be ready and able to redeem all of the War Bonds which have been sold and will be sold. Emphasis was placed on this point to correct impressions that Bonds may be frozen in peacetime to stem any premature rush to redeem them.

The cast of *Sunday in Happy Valley*, mountain folk-lore program heard Sunday evenings over WCED DuBois, Pa., sold $80,000 during a half-hour broadcast presented as part of local Fifth Loan activities on July 3. Program is presented regularly on WCED by the Nelson Fur Co., DuBois. Hour show prepared by Lt. L. A. Breault of the Eighth Service Command and presented over WFAA Dallas, Tex. for the Fifth Loan told the story behind the Purple Heart military decoration and was titled *The Beat of the Purple Heart*. Program was altered at the last minute to include salute to Dallas county for topping its $74,850,000 quota. Stories were featured of veterans convalescing at McCloskey General Hospital who had been decorated with the award.

Plough Buys $5,000,000

William B. Dolph, WOL Washington general manager and chairman of the Washington (D. C.) Radio Committee of the District's War Finance Division, announced last week that the employes of the six Washington stations comprising the committee had surpassed their $30,400 quota by more than 400%, purchasing $133,703 worth of extra Bonds. In addition WRC, NBC Washington key, purchased $100,000 in Bonds, it is reported.

Bond purchase of $5,000,000 by Plough Inc., manufacturer of St. Joseph aspirin and other products and a large user of radio time, brought purchases to date by that company of Treasury certificates to a total of $17,200,000 for all five Loans.

Recording of a "$50,000 Breakfast" sponsored by the Lions Club of Gulfport, Miss. and featuring entertainment of the *Breakfast at Sardi's* variety, was presented by WGCM Gulfport, and broadcast by the station later in the day. Breakfast topped its $50,000 goal. The July 4 *Funny Money* program sponsored by Kay Jewelry Co. over WSPD Toledo, O., featured War Bond plugs in five different languages with appropriate musical background.

Drawn for BROADCASTING by Sid Hix

"I'll Take One of Them Good Humors, Bub!"

LST on WWVA

HALF-HOUR broadcast commemorating the Navy LST 753 tank landing ship was prepared by WWVA Wheeling, W. Va. through recordings made on the ship while in operation on the Ohio River, including installation of 40 mm. guns before employes of a Blaw-Knox plant who had made them. Interviews with the employes of the plant also were featured.

KXOK St. Louis reports in a summary of its Fifth Loan activities which were devoted exclusively to sale of Bonds, promotion including 196 spot announcements a one hour and 48 min. program three one-hour shows, eight half-hour broadcasts and 14 quarter-hour programs.

Motion picture industry used radio July 5 to thank the broadcasting industry for its cooperation in calling attention to "Free Movie Day," (July 6) when thousands of theatres admitted patrons in return for the purchase of War Bonds. Partitcipating in a special broadcast on WNEW New York, J. R. O'Donnell, vice-president and general manager of Interstate Theaters of Texas, and national chairman of the Fighting Fifth War Loan Campaign, War Activities Committee, MPI, made a point of thanking radio for telling their listeners about the event. Five network programs helped publicise the day, and in addition the four major networks on July 3 and 4 broadcast special announcements at the request of the Treasury War Finance Division. MPI also distributed to over 600 radio stations material for spot announcements to be broadcast July 5.

A total of $14,177,292 in "E" Bonds was sold by Ralph Edwards and his *Truth or Consequences* troupe in a five week broadcast Bond tour that ended with a final broadcast at Raleigh, N. C. on July 1. Five-city six-day non-broadcast tour just completed sold an additional $5,164,740 in Bonds to raise a grand total of $19,342,032 to date, nearly four times the quota set for the troupe. Program is regularly heard on NBC for Procter & Gamble Co., Cincinnati.

Ceremonies of the launching of a Navy tank landing craft, bought through Bond purchases, was covered by the moble unit of WHB Kansas City as a special Fifth Loan activity of that station. The WHB "Magic Carpet" was aboard the craft during the launching and cruise on the Missouri for Bond purchasers. Bob DeHaven, program director of WTCN Minneapolis, acted as m.c. at more than 1 Bond rallys during the past seven months. Two-hour rally June 2 at the John W. Thomas & Co. Store Minneapolis, sold more than $30,000 in Bonds. The WTCN Bond wagon also has conducted regular cruises of the Twin Cities area.

RABBITHASH, KENTUCKY. . . *"Inhabited Place"*

Save for the whimsy of its name,
No one would ever notice Rabbithash.
Even the placid Ohio,
Flowing endlessly down its valley,
Spares but a sidelong glance as it passes . . .
So many similar places has it seen
Along its banks.

The general store;
Its bench of boxes with a plank across;
The unshod youth beside his ancient car;
The leisurely villagers,
Lolling in the heat of day,
Suggest, not merely Rabbithash in 1944,
But any one of thousands of such towns,
On any summer day
Of any year within a generation.

Only the rusting petrol pump, unused since rationing,
And the starred flag in the window,
Speak of today.
Only the topics of debate
Around the forum of the general store—
Cherbourg, Saipan, the hateful rocket bomb;
Or Dewey's presidential chances—
Remind that this is 1944.

Yes . . . Rabbithash is just another place
Without importance in a big and busy world . . .
Except to those whose world begins and ends
right here,
And to us.

WLW

The Nation's Most Merchandise-able Station

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